

Contents

<i>List of figures</i>	<i>page</i> viii
<i>List of tables</i>	ix
<i>Acknowledgements</i>	x
<i>List of abbreviations</i>	xiii
1 Introduction	1
2 After greenwashing	15
3 Perspectives on symbolic corporate environmentalism	39
4 Drivers and consequences of symbolic corporate environmentalism	76
5 Study 1: Symbolic gaps in environmental strategies	109
6 Study 2: Pollution control technology and the production of symbolic capital	140
7 Study 3: The evolution of measurement and performance standards	181
8 Measurement and methods	206
9 Implications and conclusions	226
<i>Notes</i>	251
<i>References</i>	260
<i>Index</i>	291