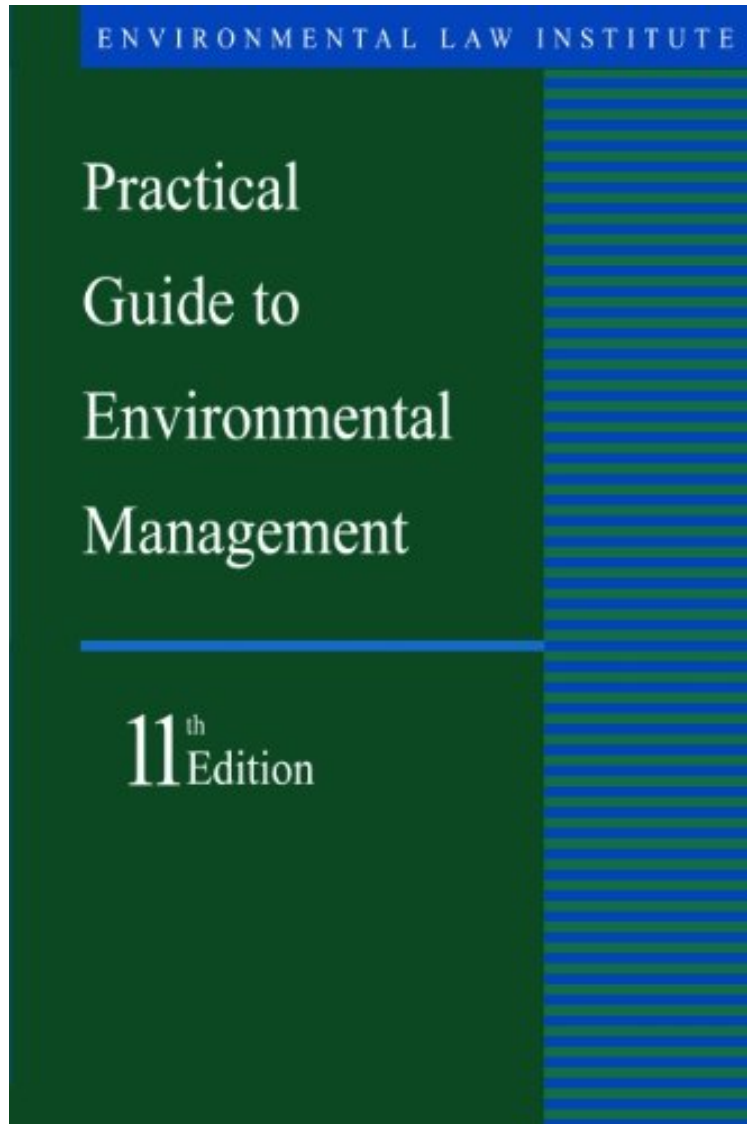


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Frank Friedman

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Frank Friedman : Practical Guide To Environmental Management (Environmental Law Institute) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Practical Guide To Environmental Management (Environmental Law Institute):

5 of 8 people found the following review helpful. Practical guide to EM as a textbook By mapman First the bad - I dislike the lack of an index in the book. It makes it very hard to keep track of where important points are located within

the book. The notes and references are mixed at the end of the chapters. When I have written journal articles and book chapters, the editors forbid the use of endnotes. They preferred that the information be presented in the text if relevant or possibly in an appendix. I think the book could greatly benefit by using such a rule. This would greatly reduce the number of notes, but probably not eliminate them. The remaining notes may be of more use if they are placed at the bottom of the page on which they are reference rather than dumped in a heaping mess at the end of the chapter. Place the references at the end of the chapter separate from the notes. The good - the book is extremely well written and provides a "Practical guide" as the title implies. The context and most of the examples supplied provide a great industry related view of the challenges and opportunities of environmental management. The themes are reinforced and embellished between chapters, which partially explains the difficulty of indexing the major points. The ugly - I'm not sure the author should attempt to address these issues. It would likely require the addition of other experts and expand th book so much that it becomes useless. The author does not do a good job of explaining why there is friction between industry and society (represented by regulators). He appears to have the very strong view that industry is a victim. This biased runs throughout the book. There is no discussion of resource economics paradigms. In the past industries could pollute at will and society had to pay to clean it up. In the 60s that changed to industry had to pay society to pollution social resources. Also, the free market is a constrained system in the US to ensure maximum benefit to our SOCIETY, but allowing individuals (and companies) to maximize their well-being within the CONSTRAINED market. You've heard of it - the invisible hand thing. The government must be sure constraints are followed for the free market to work properly. The amount of government involvement should always be a major point of discussion and re-examination (as pointed out indirectly by Friedman). One constraint is the in company receiving the all benefits incurs all the costs. This of course is impossible in reality, but if major costs are shifted to society, then some of the major benefits should also also shifted. Friedman gets at this concept indirectly, but another text in social welfare economics would provide better background on all of these points so that Friedman's arguments can be better appreciated and examined.

Frank Friedmans Practical Guide to Environmental Management, 11th Edition (PGEM) has earned its place among the classic texts on environmental management. PGEM provides readers with the firm grounding in history necessary to put environmental issues in context and a practical map to avoid the pitfalls and capitalize on the potential rewards inherent in the field. It is rare to find a book that combines insight with pragmatism so that it serves as both a desk reference and a definitive treatise. The Guide now enters its 11th edition with new material on the new EPA (including enforcement priorities and environmental justice), recent examples of practical utilization of sustainability principles, greenhouse gas issues, the new auditing standards, and several other areas. This edition of PGEM retains its focus on the practical, while also surveying the developing trends in environmental management. As Friedman notes, environmental management systems and corporate behavior, particularly in developing countries, increasingly serve as the de facto system of environmental governance and are key to ensuring environmental protection goals are met. In this new edition, Friedman does a superb job of orienting the environmental manager in this new era.

A candid source of wisdom and advice on the difficult job of combining profitability and environmental protection ... -- John C. Dernbach, Widener University School of Law; Editor, *Stumbling Toward Sustainability*. The only real book out there that gives people hands-on information about environmental management ... --Glenn W. Hammer, former V.P., Environment, Health, and Safety, Ashland, Inc. About the Author Frank Friedman, a consultant in environment, health and safety (EHS) and risk management, has been a professional in these areas for more than forty years. He is also a Managing Director of Carbon Finance Strategies LLC, a firm based in Washington, DC and Boston, Massachusetts. He presently serves as a member of the four person Standards Board of the Board of Environmental, Health; Safety Auditor Certifications. The Standards Board has recently significantly revised the auditing standards for the Board of Environmental, Health; Safety Auditor Certifications and for the Auditing Roundtable.