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## Abstract

The state of the planet is markedly better env... understand the role... —representing diverse sustainability transitions. The cases examine a wide range of mechanisms used by corporations to progress toward sustainability, such as political coalition building and information strategies through eco-labels, socially responsible investing, and the public statements of CEOs. In this introduction, we discuss the challenges associated with both achieving and studying systemic change, explain the rationale for a case study approach, describe the findings from the case studies, and draw some general conclusions on the mechanisms by which firms may be able to lead, or at least participate in, systemic change in the different phases of sustainability transitions.



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**Magali A. Delmas** is a professor of Management at the UCLA Anderson School of Management, and the Institute of the Environment & Sustainability. She is the director of the UCLA Center for Corporate

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**John W. Maxwell** is the W George Pinnell professor of Business Economics and Public Policy at the Kelley School of Business, Indiana University. His research explores the economics of corporate, government and civil society strategies, and how their interaction impacts our natural environment.

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