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## Abstract

The state of the play... adoption of  
markedly better env... is to better  
understand the role... our case studies  
—representing dive... leadership in  
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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