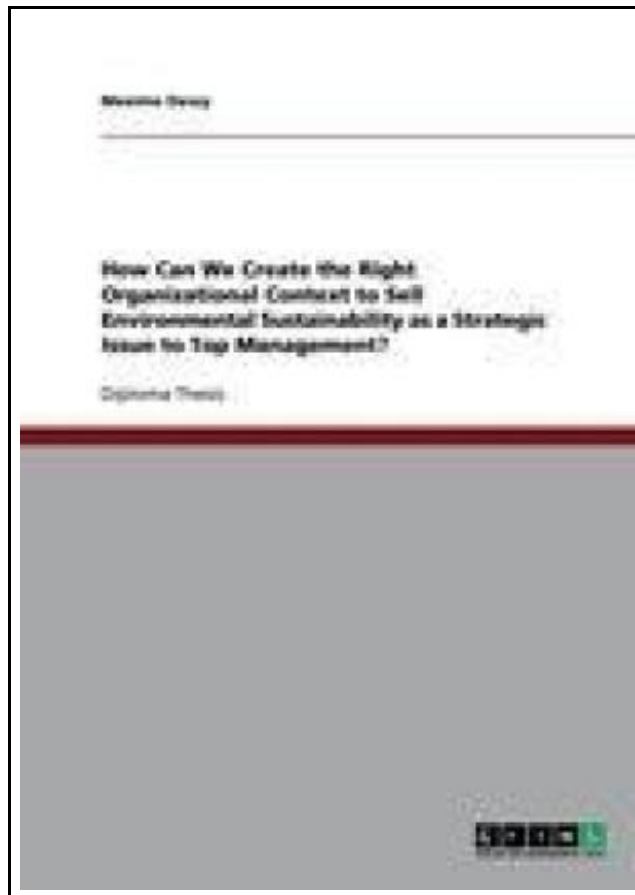


# How Can We Create the Right Organizational Context to Sell Environmental Sustainability as a Strategic Issue to Top Management?



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## HOW CAN WE CREATE THE RIGHT ORGANIZATIONAL CONTEXT TO SELL ENVIRONMENTAL SUSTAINABILITY AS A STRATEGIC ISSUE TO TOP MANAGEMENT?



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