



Environmental online communication /

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Monografía

The Internet and wireless communication networks are transforming the way society handles the explosive growth & the dwindling half-life of environmentally relevant information. How can we leverage new technologies to advocate sustainability & the protection of natural ecosystems? This book presents an interdisciplinary investigation of this question, combining theoretical foundations of environmental online communication with pioneering conceptual work & case studies of successful information systems. Environmental Online Communication addresses the transition to a knowledge-based economy, sheds light on hidden assumptions & misconceptions about environmental issues, & suggests priorities for research and policy development. This volume analyses communicative strategies and processes from four interrelated perspectives: - Raising Environmental Awareness - Environmental Science - Corporate Sustainability - Networks & Virtual Communities Supplemental material is available at: www.ecoresearch.net/springer

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