

JOURNAL OF APPLIED CASE RESEARCH
JACR Volume 7, Number 2, 2008

Table of Contents

Editors and Reviewersii

Notes To Authors iii

Letter From The Editor.....iv

Lionel Smith Ltd. 1

Charges of Greenwashing at Pacific Gas and Electric 18

"Business as Unusual": A Case Study on the Body Shop 31

The Really Good Buffalo Project: "A Values Added" Product.....53

Editors and Reviewers

The Journal appreciates the time and commitment of all those who generously give their time in reviewing and editing manuscripts. The following are those who have assisted in this volume.

Reviewer names are forthcoming.

PREVIOUS EDITORS OF JACR

Carl Ruthstrom, University of Houston-Downtown
Dan Jennings, Texas A&M University
Leslie Toombs, University of Texas at San Antonio
Alex Sharland, Barry University

Notes To Authors

Thank you for considering the *Journal of Applied Case Research* as an outlet for your work. We would be very pleased to review your manuscript. Please review our guidelines for submission found on the website at www.swcrahome.org.

Letter From The Editor

Letter is forthcoming.