

Contents

<i>Preface</i>	<i>page xi</i>
Part I The interaction of strategy and policy	1
1 A framework for analysis	3
1 Introduction	3
2 Elements of the analytical framework	6
3 Non-political theories of corporate environmentalism	16
4 Corporate environmental and financial performance	19
5 Drivers of corporate environmental improvement	21
6 Conclusions	25
2 Markets, politics, and models	27
1 Introduction	27
2 Companies and markets	27
3 The policy life cycle	28
4 Conclusions	41
Part II Corporate strategy and the policy life cycle	43
3 Preempting future regulations	45
1 Introduction	45
2 The model	53
3 Conduct of firms and consumers	58
4 Welfare implications	62
5 Toxic chemical releases and the threat of regulation	68
6 Non-technical summary	78
7 Conclusions and policy implications	80
Appendix	82
4 Influencing future regulations	87
1 Introduction	87
2 Quality leadership	91
3 Signaling	105
4 Non-technical summary	113

viii *Contents*

5	Conclusions and policy implications	115
	Appendix	117
5	Deflecting enforcement of existing regulations	120
1	Introduction	120
2	The model	122
3	Regulatory efficiency and responsive regulation	133
4	Social costs and responsive regulation	135
5	Non-technical summary	138
6	Conclusion	139
	Appendix	140
Part III	Government voluntary programs	147
6	An institutional analysis of voluntary environmental agreements	149
1	Introduction	149
2	The organizations that shape US environmental regulations	154
3	The rise of voluntary agreements	160
4	Conclusions	174
7	Negotiated agreements	176
1	Introduction	176
2	Negotiated agreements with endogenous legislative threat	177
3	Public participation in environmental negotiations	182
4	Negotiating with oligopolistic industries	185
5	Non-technical summary	191
6	Conclusions	193
8	Self-regulation, taxation, and public voluntary agreements	195
1	Introduction	195
2	Politics and public voluntary agreements	197
3	Model overview	200
4	The regulator's choice between taxation and a public voluntary agreement	203
5	Industry self-regulation	211
6	Non-technical summary	217
7	Conclusions and policy implications	218
	Appendix	219
9	The design of public voluntary agreements	228
1	Introduction	228
2	An overview of public voluntary agreements	229
3	A model of public information provision	237

Cambridge University Press
0521603765 - Corporate Environmentalism and Public Policy
Thomas P. Lyon and John W. Maxwell
Table of Contents
[More information](#)

	<i>Contents</i>	ix
4 Participation in and impact of public voluntary agreements		242
5 Conclusions and policy implications		253
Appendix: EPA partnership programs in 2003		255
10 Conclusions		262
1 Introduction		262
2 Business-led initiatives		263
3 Government-led initiatives		266
4 Future research on voluntary approaches		268
<i>References</i>		270
<i>Index</i>		282