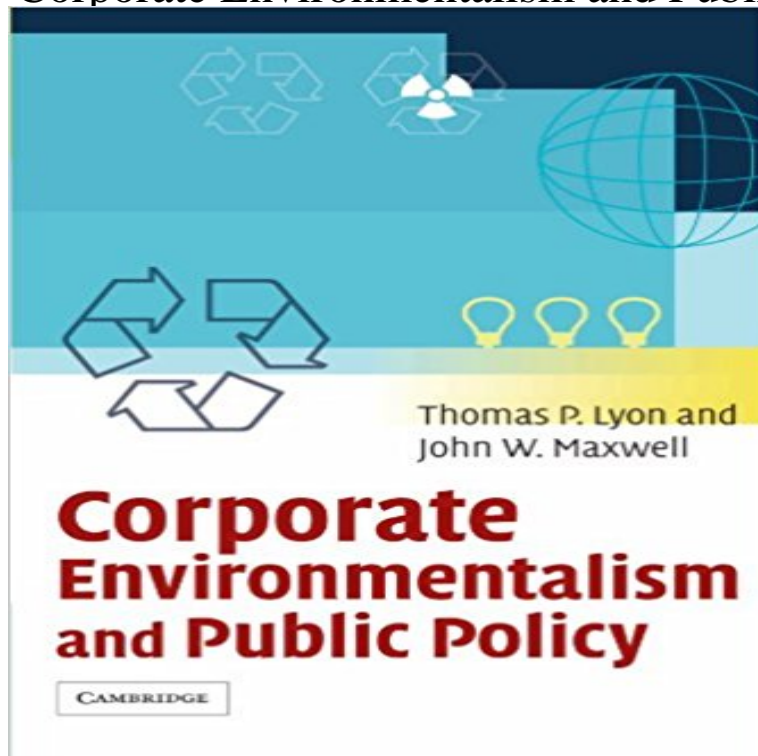


Corporate Environmentalism and Public Policy



Drawing on prior work on corporate environmentalism, Thomas Lyon and John Maxwell argue that corporate environmentalism is the result of firms attempting to anticipate public policy changes and influence the legislative process in their best interests. Presenting a general framework that highlights the links between corporate environmentalism and public policy, they use analytical tools of positive political economy and game theory to provide insights into corporate strategy and the effects of corporate and government policies on overall social welfare.

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