

Ethical Markets: Growing the Green Economy

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Henderson, Hazel. (2007). *Ethical Markets: Growing the Green Economy*. Chelsea Green Publishing.

From Publishers Weekly: In this companion to the television series of the same name, economist Henderson delivers an optimistic overview of socially responsible, environmentally sensitive businesses, investors and visionaries. Keeping an eye on the “triple bottom line” that adds “people” and “planet” to the usual focus on “profits,” the book divides “cleaner, greener, more ethical and more female sectors of our U.S. economy” into three areas: lifestyles of health and sustainability, socially responsible investing and corporate social responsibility.

An economist with a long history of activism in “redefining success” (for example, revamping the GDP to include environmental capital and unpaid labor such as child-rearing), Henderson adeptly packs large amounts of information into chapters within her expertise. Discussion of topics that are further from her experience, such as green building and the health care system, tends to careen from problems to solutions so quickly that a reader can become confused. The interviews after each chapter, meant to show how CEOs are “walking the talk,” seem to be taken unedited from the TV show, coming across as incoherent and shallow. Fortunately, the book is crammed with Web references that can offer a fuller picture to readers tantalized by this glimpse of the economic revolution thriving below the radar of mainstream media.