

# Business and Environment Toward Common Ground

Edited by

H. Jeffrey Leonard

J. Clarence Davies III

Gordon Binder

TECHNISCHE HOCHSCHULE DARMSTADT	
Fachbereich 1	
<u>Gesamtbibliothek</u>	
<u>Betriebswirtschaftslehre</u>	
Inventar-Nr. :	17 026
Abstell-Nr. :	A 12 / 837
Sachgebiete:	1.2.0
	9.5.1



The Conservation Foundation  
Washington, D.C.

# Contents

Foreword	v
by William K. Reilly	vii
Acknowledgments	vii
<b>Introduction: World Views</b>	1
<b>Chapter One: Perspectives on Business</b>	5
Top Priority: Renovating Our Ideology	
<i>George Cabot Lodge</i>	13
Social Responsibility of Business	
<i>Milton Friedman</i>	33
Killing the Goose	
<i>Daniel Fife</i>	40
Introduction to <i>America, Inc.</i>	
<i>Ralph Nader</i>	44
Who Is to Blame	
<i>Michael McCloskey</i>	49
When Business Cries Wolf, It Can't Expect Public Trust	
Dayton Daily News	51
Industry: "Trust Everybody—But Cut the Cards . . ."	
<i>Gladwin Hill</i>	53
American Industry: We Need Your Help	
<i>John R. Quarles, Jr.</i>	57
Can Free Enterprise Survive Success?	
<i>Stanley Marcus</i>	64
Can the Best Corporations Be Made Moral?	
<i>Kenneth R. Andrews</i>	72
Rx for a Tarnished Image	
<i>Leonard Silk and David Vogel</i>	83
The Crisis of Success: Material or Mental?	
<i>Max Ways</i>	89
<b>Chapter Two: Perspectives on Environmentalism</b>	93
The Battle for the Environment	
<i>John B. Oakes</i>	101
The Doomsday Syndrome	
<i>John Maddox</i>	104
The Wolf Who Cried "Boy!"	
<i>Mobil Oil</i>	116
No Growth Has to Mean Less is Less	
<i>Bayard Rustin</i>	117
Wait a Minute	
<i>Maurice H. Stans</i>	124

It's Time for New Approaches to Pollution Control <i>Tom Alexander</i>	132
Exaggeration: The Other Pollution Peril <i>An Interview with Philip Handler</i>	144
"The Real Issue Is Ecology" <i>Jules Feiffer</i>	150
<b>Chapter Three: Perspectives on Growth and Technology</b>	153
The Economics of the Coming Spaceship Earth <i>Kenneth E. Boulding</i>	163
Not More, but Better <i>John D. Rockefeller III</i>	174
Growth vs. No-Growth <i>Russell E. Train</i>	176
On Making the Future Safe for Mankind <i>E. J. Mishan</i>	180
A Summary of <i>Limits to Growth</i> —Its Critics and Its Challenge <i>Donella H. and Dennis L. Meadows</i>	194
To Grow or Not to Grow: That's Not the Relevant Question <i>Ronald G. Ridker</i>	210
The Conservation Motif The Wall Street Journal	217
Economic Growth and Environmental Quality: Collision or Co-Existence? <i>Walter W. Heller</i>	219
The Case for Economic Growth <i>Wilfred Beckerman</i>	240
Growth & the Poor <i>Carl Pope</i>	247
Hidden Costs of Saying No! <i>Freeman J. Dyson</i>	256
Technology Isn't the Villain—After All Business Week	265
The Economic Benefits and Ecological Hazards of Technology <i>Barry Commoner</i>	268
<b>Chapter Four: The Economy and the Environment</b>	273
Social Costs of Business Enterprise <i>Karl William Kapp</i>	281
Saving the Crusade <i>Peter F. Drucker</i>	289
The War on Pollution—Economic and Financial Impacts <i>William W. Sihler and Charles O. Meiburg</i>	299
Environmentalism: The Economy's 'Hidden Enemy' <i>Albert H. Cox, Jr.</i>	311

Environmental Protection Requirements <i>J. W. McSwiney</i>	313
The \$66 Billion Mistake—Dangerous Curve Ahead <i>Mobil Oil</i>	317
The Economic Benefits of a Clean Environment <i>Michael Gerrard</i>	318
Environmental Economics <i>Council on Environmental Quality</i>	320
Will Energy Conservation Throttle Economic Growth? <i>Business Week</i>	327
Jobs and the Environment <i>Patrick Heffernan</i>	333
Labor and the Environmental Age <i>Russell W. Peterson</i>	341
<b>Chapter Five: Alternative Futures</b>	349
On Making Hard Choices <i>William K. Reilly</i>	363
The Loci of Conflict and Compromise <i>Russell Brown</i>	369
Ecological Armageddon <i>Robert L. Heilbroner</i>	374
Ecology: Can We Survive Under Capitalism? <i>Gus Hall</i>	379
As the West Sinks Slowly into the Sun <i>Barry Commoner</i>	384
Response to Commoner <i>William I. Spencer</i>	387
The Challenge to the Free Market Economy <i>Gottfried Haberler</i>	389
Next Big Industry: Environmental Improvement <i>James Brian Quinn</i>	398
The Second Managerial Revolution <i>George A. Steiner</i>	416
The Future Role of Business in Society <i>Irving S. Shapiro</i>	422
Buddhist Economics <i>E. F. Schumacher</i>	428