

## *Contents*

### Preface ix

*Roger Horowitz*

### PART I. THE BIG PICTURE

#### Chapter 1. The Ecology of Commerce: Environmental History and the Challenge of Building a Sustainable Economy 3

*Adam Rome*

#### Chapter 2. Shades of Green: A Business-History Perspective on Eco-Capitalism 13

*Hartmut Berghoff*

#### Chapter 3. The Role of Businesses in Constructing Systems of Environmental Governance 33

*Hugh S. Gorman*

### PART II. CONSERVATION BEFORE ENVIRONMENTALISM

#### Chapter 4. Business Leadership in the Movement to Regulate Industrial Air Pollution in Late Nineteenth- and Early Twentieth-Century America 53

*Christine Meisner Rosen*



Chapter 5. "Constructive and Not Destructive Development":  
Permanent Uses of Resources in the American South 77

*William D. Bryan*

Chapter 6. Utilities as Conservationists? The Paradox of Electrification  
During the Progressive Era in North America 94

*Julie Cohn*

PART III. FAILURES AND DILEMMAS

Chapter 7. Plastic Six-Pack Rings: The Business and Politics of an  
Environmental Problem 115

*David Kinkela*

Chapter 8. The Rise and Fall of an Ecostar: Green Technology Innovation  
and Marketing as Regulatory Obstruction 132

*Leif Fredrickson*

PART IV. GOING GREEN

Chapter 9. Dilemmas of Going Green: Environmental Strategies in the  
Swedish Mining Company Boliden, 1960–2000 149

*Ann-Kristin Bergquist*

Chapter 10. Private Companies and the Recycling of Household Waste  
in West Germany, 1965–1990 172

*Roman Köster*

Chapter 11. Kill-a-Watt: The Greening of Consolidated Edison  
in the 1970s 187

*Joseph A. Pratt*

Chapter 12. Entrepreneurship, Policy, and the Geography of  
Wind Energy 206

*Geoffrey Jones*



Chapter 13. Driving Change: The Winding Road to  
Greener Automobiles 231

*Brian C. Black*

Notes 251

Contributors 295

Acknowledgments 297