

The Market For Virtue The Potential And Limits Of Corporate Social Responsibility

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Put simply, Vogel believes that there is a market for virtue, but it is limited by the substantial costs of socially responsible business behavior. About David Vogel. David Vogel is the Solomon Lee Professor of Business Ethics at the Haas School of Business and a professor of political science at the University of California, Berkeley.

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As its title indicates, The Market for Virtue is not an environmental book. Nor is it a book about law or regulation. Nor is it a book about law or regulation. It is a book about corporate social responsibility (CSR), a concept whereby organisations voluntarily commit to balancing and improving environmental and social impacts without damaging economic performance.

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The most important limitation to the market for virtue is the market itself: the supply of corporate virtue is constrained by the unwillingness of western consumers and investors to pay the additional costs of more virtuous corporate behaviour.

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