Can Green Sustain Growth?: From the Religion to the Reality of Sustainable Prosperity (Innovation and Technology in the World E)

John Zysman, Mark Huberty

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Green growth has proven to be politically popular, but economically elusive. *Can Green Sustain Growth?* asks how we can move from theoretical support to implementation, and argues that this leap will require radical experimentation. But systemic change is costly, and a sweeping shift cannot be accomplished without political support, not to mention large-scale cooperation between business and government.

Insightful and timely, this book brings together eight original, international case studies to consider what we can learn from the implementation of green growth strategies to date. This analysis reveals that coalitions for green experimentation emerge and survive when they link climate solutions to specific problems with near-term benefits that appeal to both environmental and industrial interests. Based on these findings, the volume delivers concrete policy recommendations for the next steps in the necessary shift toward sustainable prosperity.

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