



Greening the Car Industry: Varieties of Capitalism and Climate Change

John Mikler

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Corporations, including those in the car industry, are increasingly keen to proclaim their green credentials. But what motivates firms to reduce the environmental impact of their products? Rather than accepting the conventional wisdom, John Mikler addresses this question in a novel way by taking a comparative institutionalist approach informed by the Varieties of Capitalism literature. Focusing on Germany, the US and Japan, he shows that national variations in capitalist relations of production are central to explaining how the car industry tackles the issue of climate change, because such variations are crucial for understanding the normative as well as material basis for firms' motivations. This ground-breaking book will be of great benefit to students and academics, particularly those with an interest in comparative politics, public policy and international political economy. It may also serve as a resource for courses on environmental politics/management, some aspects of international relations and business/management. Given the book's contemporary policy relevance, it will be a valuable reference for policy practitioners with an interest in industry policy, multinational corporations, the environment, and institutional approaches to comparative politics.

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