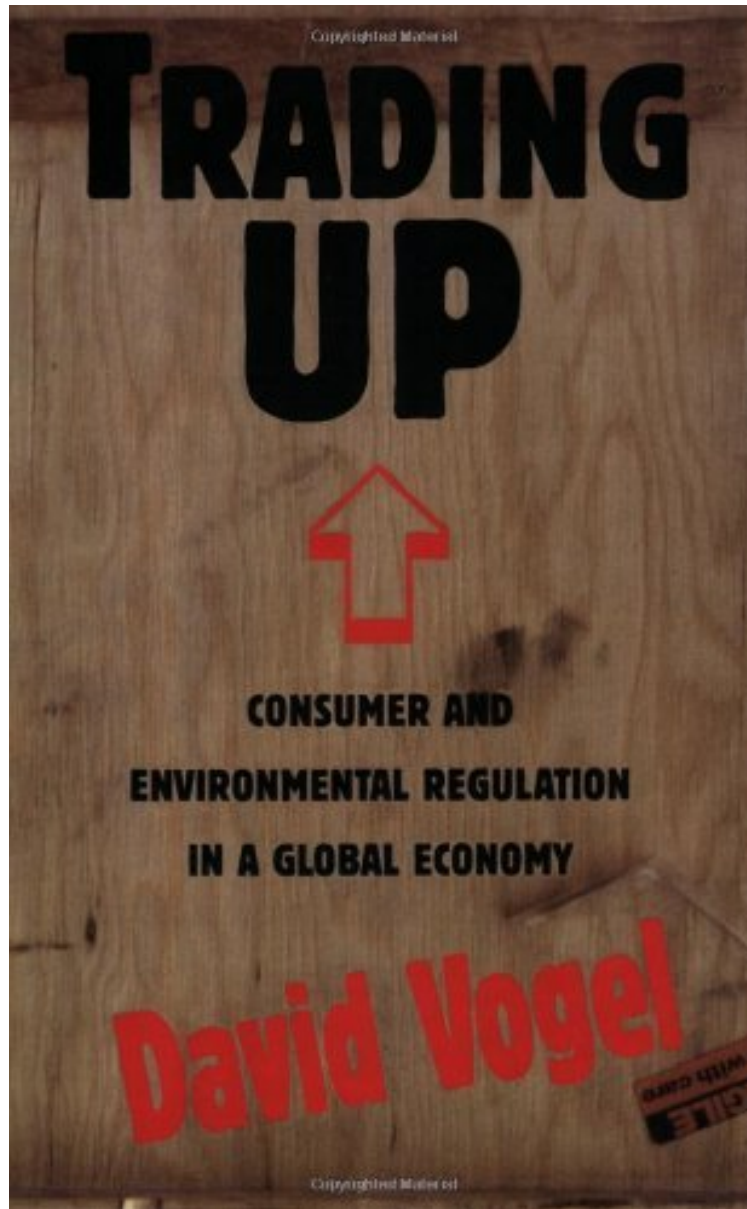


Trading Up: Consumer and Environmental Regulation in a Global Economy

David Vogel

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David Vogel : Trading Up: Consumer and Environmental Regulation in a Global Economy before purchasing it in order to gage whether or not it would be worth my time, and all praised Trading Up: Consumer and Environmental Regulation in a Global Economy:

Health, safety, and environmental regulations have been traditionally perceived as distinct entities from trade policy, yet today they have become intertwined on a global scale. In this pioneering work, David Vogel integrates environmental, consumer, and trade policy, and explicitly challenges the conventional wisdom that trade liberalization and agreements to promote free trade invariably undermine national health, safety, and environmental standards. Vogel demonstrates that liberal trade policies often produce precisely the opposite effect: that of strengthening regulatory standards. The most comprehensive account of trade and regulation on a global scale, this book analyzes the regulatory dimensions of all major international and regional trade agreements and treaties, including GATT, NAFTA, the Free Trade Agreement between Canada and the United States, and the treaties that created the European Community and Union. He explores in depth some of the most important trade and regulatory conflicts, including the GATT tuna-dolphin dispute, the EC's beef hormone ban, the Danish bottle case, and the debate in the United States over the regulatory implications of both NAFTA and GATT. This timely book unravels the increasingly important and contentious relationship between trade and environmental, health, and safety standards, paying particular attention to the politics that underlie trade and regulatory linkages. *Trading Up* is essential reading for the business community, policymakers, environmentalists, consumer interest groups, political scientists, lawyers, and economists.

This interesting book systematically examines the original European Community, the Single European Act, the General Agreement on Tariffs and Trade and its 1979 standards code, the U.S.-Canada Free Trade Area, and the more recent North American Free Trade Agreement...Vogel finds that, while counterexamples do exist, trade liberalization on balance has strongly reinforced environment-improving regulations. (Richard N. Cooper *Foreign Affairs*) *Trading Up* tackles the increasingly prominent and controversial relationship between trade and regulatory/environmental policies...[It] is well written, with a wealth of sometimes off-beat detail, and will repay reading. (*Journal of Environmental Law*) This book is a pioneering contribution to the growing literature on the relationship between trade policy and protective regulation...[It] is a required reading not only for students and practitioners of international trade but all those involved in the making of environmental and regulatory standards. (P. V. Mutalik-Desai *International Journal of Development Banking*) *Trading Up* is not the only book on trade and environment...But it is the one of the most probable interest to most political scientists. It opens the way to many research inquiries on the outcomes of the various linkages and of their possible global extension...The outcomes of these linkages and their successes or failures may provide many dissertations, articles, and books in coming decades. (Lynton K. Caldwell *American Political Science*) When I teach international economics, students invariably ask me how to distinguish a protectionist barrier to trade from a legitimate health rule. This book provides a rich collection of cases to show how international trade agreements and their dispute settlement procedures have answered this question. The book centers around the question of how increased economic integration affects consumer safety...The results of the theoretical models are supplemented through rigorous empirical studies. The endnotes of each chapter provide crucial information to readers. The study is comprehensive and well-documented with an exhaustive list of references. The author provides a European perspective on the [Federal Reserve's] exchange rate policies in comparison to those of the Bundesbank's...This book is well-written, interesting and informative, and particularly good at describing how trade and regulatory disputes have been resolved. Teachers of international, environmental, or consumer economics should note that this book is written in an easily-accessible style, and is suitable for students. (Shannon K. Mitchell *Southern Economic Journal*) The book's coverage is broad. It treats efforts to promote free trade within Europe and throughout the world. It examines consumer issues, environmental issues, and the many issues that fall in between. It encompasses legal, economic, and political disputes. Few authors could have mastered all these topics, but fortunately Vogel is up to the task...The basic message of *Trading Up* cannot be ignored by students of the consumer movement...Vogel convinces us that, for the foreseeable future, it will be impossible to study the consumer or environmental movements without simultaneously considering trade policy. (Robert N. Mayer *Journal of Consumer Affairs*)

From the Back Cover In this pioneering work, David Vogel integrates environmental, consumer, and trade policy, and explicitly challenges the conventional wisdom that trade liberalization and agreements to promote free trade invariably undermine national health, safety, and environmental standards. Vogel demonstrates that liberal trade policies often produce precisely the opposite effect: that of strengthening regulatory standards. The most comprehensive account of trade and regulation on a global scale, this book analyzes the regulatory dimensions of all major international and regional trade agreements and treaties, including GATT, NAFTA, the Free Trade Agreement between Canada and the United States, and the treaties that created the European Community and Union. He explores in depth some of the most important trade and regulatory conflicts, including the GATT tuna-dolphin dispute, the EC's beef hormone ban, the Danish bottle case, and the debate in the United States over the regulatory implications of both NAFTA and GATT. This timely book unravels the increasingly important and contentious relationship between trade and environmental, health, and safety standards, paying particular attention to the politics that underlie trade and regulatory linkages. *Trading Up* is essential reading for the business community, policymakers, environmentalists, consumer interest groups, political scientists, lawyers, and economists.

About the Author David Vogel, a political scientist, is Professor of Business and Public Policy at the Haas School of Business, University of California,

Berkeley. He is the author of four books, including *Fluctuating Fortunes: The Political Power of Business in America*.