



THURSDAY, NOVEMBER 15, 2018 12:10 PM JEROME GREENE HALL ROOM 105 LUNCH WILL BE SERVED

CALIFORNIA *Greenin'*

HOW THE
GOLDEN STATE
BECAME AN
ENVIRONMENTAL
LEADER

Over the course of its 150-year history, California has successfully protected its scenic wilderness areas, restricted coastal oil drilling, regulated automobile emissions, preserved coastal access, improved energy efficiency, and, most recently, addressed global climate change. How has this state, more than any other, enacted so many innovative and stringent environmental regulations over such a long period of time? The first comprehensive look at California's history of environmental leadership, ***California Greenin'*** shows why the Golden State has been at the forefront in setting new environmental standards, often leading the rest of the nation.

DAVID VOGEL



David Vogel is Professor Emeritus, the Haas School and Business and the Department of Political Science at the University of California, Berkeley. His research has focused on the comparative and international dimensions of consumer and environmental regulation, primarily in Europe and the United States as well as the global dimensions of corporate social responsibility.