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## Review of: Ann Rappaport, Development and Transfer of Pollution Prevention Technology

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## Book Reviews

**Ann Rappaport, Development and Transfer of Pollution Prevention Technology** (Quorum Books 1993). Appendices, bibliographical references, figures, index, preface, tables. LC 93-292; ISBN 0-89930-816-3 [203 pp. Cloth \$55.00. 88 Post Road West, Westport CT 06881.]

The negative effects of industry on the environment are decreasing in response to government regulations and new technology developed to reduce or eliminate pollution. When Carol M. Browner was selected to head the Environmental Protection Agency, she cited pollution prevention and developing new technology to achieve pollution prevention as her top priorities.<sup>1</sup> Congress has recognized the problem of pollution and has enacted a great deal of legislation to encourage the development, use and transfer of pollution prevention.<sup>2</sup>

How do companies develop such technology without sacrificing products or profits? Rappaport, a Professor of Civil and Environmental Engineering at Tufts University, answers in a well-written, comprehensive examination of technology development and transfer in a multinational corporation. She does an excellent job of tackling the seemingly difficult task of integrating the goals of relevant international treaties, codes, organizations and conferences with U.S. laws and provides an in-depth discussion of the technical, legal and political dynamics.<sup>3</sup> For example, her discussion of the relationship between U.S. regulation of plant emissions and multinational corporate responses is clear and concise. She also addresses the corporate response to customers, stockholders, stakeholders and employees growing awareness of the environmental effects of corporate activity.<sup>4</sup>

Chapters 5-7 are devoted to case studies of three different product groups; Controls, Medical, and Motors.<sup>5</sup> These outline environmental

<sup>1</sup> Associated Press, Chicago Tribune, Jan. 12, 1993, at 15.

<sup>2</sup> See, e.g., at 12 and 48.

<sup>3</sup> At 40-50.

<sup>4</sup> At 51.

challenges faced by each group, the staff designated to address them, the goals of each group and current programs being used (as well as group strategies for encouraging new program ideas and innovations). The case studies also include examples of pollution prevention that have been implemented and methods used to transfer technology among plants. These include changing packaging, substituting raw materials and encouraging customers to accept more environmentally-sound products, and she uses examples of such changes effectively throughout her book. This should facilitate other firms' mixing and matching different techniques, strategies and managerial structures to fit their specific needs, rather than trying to fit a common mold — as long as they adopt managerial structures to encourage effective intracorporate communication<sup>6</sup> and innovation,<sup>7</sup> two propositions she strongly advocates. A third is somewhat more provocative:<sup>8</sup>

The more specific and *restrictive government regulations* are, the more likely it is that pollution prevention technology will be developed and transferred.

Overall, Rappaport's book is well organized and clearly written. Although covering a broad area, she chooses examples that those without extensive technical background can understand. Finally, the utility of her book is enhanced by a concise concluding chapter that integrates many of her concepts and provides general advice on ways to improve corporate environmental practices.

Kristina M. Jahns<sup>†</sup>

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<sup>5</sup> At 85–122.

<sup>6</sup> See, e.g., at 128.

<sup>7</sup> See, e.g., at 138.

<sup>8</sup> At 144 (emphasis in original).

<sup>†</sup> Ms. Jahns received her B.S. (Chemical Engineering) from the University of Washington. She is a candidate for the J.D. and Master of Intellectual Property (M.I.P.) at Franklin Pierce Law Center (FPLC).