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## BEYOND TRADITIONAL MARKET THINKING: WHAT IS THE STRUCTURE OF THE PERFECT GREEN MARKET?

*Lucio Munoz*

### Abstract

We are now living in the world of green markets, yet we seem not to be able to see that the paradigm shift from the traditional market to green markets has created a green market knowledge gap. And it is this knowledge gap that apparently is limiting the ability of governments(developed and underdeveloped) and institutions(local and global) alike to set up

green markets and implement green market based sustainable development programs such as low carbon based development. For example, we know what the structure of the traditional perfect market is; and the paradigm shift rises the question what is the structure then of the perfect green market if the perfect traditional market idea was left behind? One of the goals of this paper is to provide an answer to this question.

**Keywords:** traditional market, perfect market, green markets, perfect green market, paradigm shift, green market knowledge gap, environmental externality, green margin, traditional market price, green price, invisible hand, economic man, green invisible hand, green economic man, growth, green growth.

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