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[Home](#) > [Vol 2, No 5 \(2016\)](#) > **[Munoz](#)**

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BEYOND GREEN MARKET THINKING: WHAT WOULD BE THE STRUCTURE OF THE PERFECT SUSTAINABILITY MARKET?

Lucio Munoz

Abstract

If the green market agenda fails in the long-term because of its social externality neutrality assumption there will be, whether we like it or not, a shift towards sustainability markets; and towards the creation of sustainability market knowledge gap. No much is written about perfect

green markets or about perfect sustainability markets. One of the goals of this paper is to highlight what the structure of the perfect sustainability market is once we correct the perfect green market to reflect social concerns.

Keywords: Green markets, perfect green market, paradigm shift, sustainability market knowledge gap, social externality, social margin, green market price, sustainability market price, sustainability market, perfect sustainability market, green invisible hand, green growth, green economic man, optimal growth, sustainability man, sustainability based invisible hand.

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