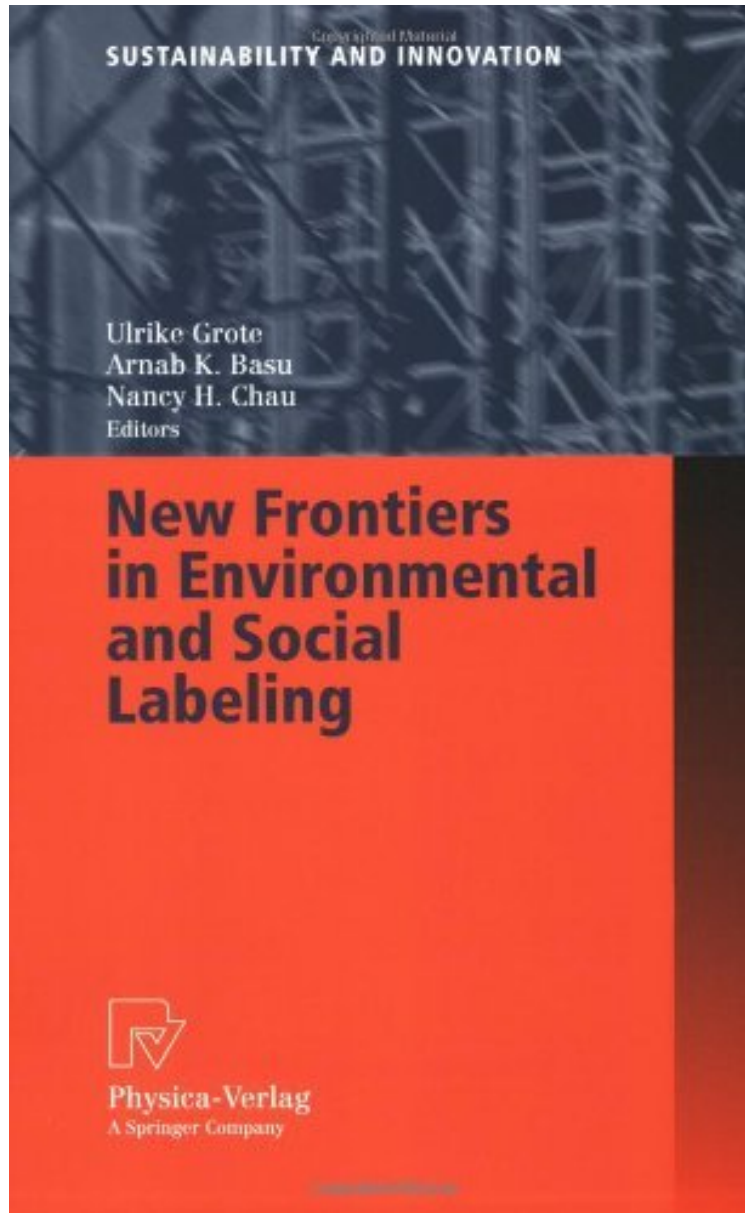


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New Frontiers in Environmental and Social Labeling (Sustainability and Innovation)

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Environmental and Social Labeling (Sustainability and Innovation):

This volume provides an in depth look at labeling and its relation to the governance of global trade. The book aims at bridging the research gaps related to the link between consumers' perception of a label with their willingness to pay, the impact and the limitations of labeling in the event of food safety hazards, and the trade and development dimensions of labeling. As such, this volume opens a new frontier on issues related to the economics of labeling.

From the Back Cover The attractiveness of product labeling stems from their voluntary nature to achieve environmental and social goals. It is argued that through product price premia which reflect the willingness of consumers to pay more for green and socially conscious products, labels have the potential to generate changes in production techniques. In addition, labeling of products has become the preferred instrument for solving high profile trade disputes amongst members of the World Trade Organization. The contributions in this volume provide an in depth look at labeling and its relation to the governance of global trade. The book aims at bridging the research gaps related to the link between consumers' perception of a label with their willingness to pay, the impact and the limitations of labeling in the event of food safety hazards, and the trade and development dimensions of labeling. As such, this volume presents research that constitutes a new frontier on issues related to the economics of labeling.