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Put simply, Vogel believes that there is a market for virtue, but it is limited by the substantial costs of socially responsible business behavior. About David Vogel. David Vogel is the Solomon Lee Professor of Business Ethics at the Haas School of Business and a professor of political science at the University of California, Berkeley.

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The market for virtue : the potential and limits of corporate social responsibility / David Vogel. p. cm. Includes index. ISBN-13: 978-0-8157-9076-1 (hardcover : alk. paper) ISBN-10: 0-8157-9076-7 (hardcover : alk. paper) 1. Social responsibility of business. 2. Business ethics. 3. Virtue. I. Title. HD60.V64 2005

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