

# INCOPORATING PEOPLE AND PLANET IN GREEN PRODUCT DESIGN

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## ABSTRACT

The triple bottom lines of people, planet, and profit are often treated as parallel and many time conflicting objectives in the sustainability literature. I try to consolidate those three bottom lines in the decision-making process to design a new product for a green product manufacturer. There are several factors involved in this process, mental accounting of impact of sustainability; transparency in the manufacturer's effort on sustainability, government regulation, and the short-term profitability. An economic model is proposed to help understand the interaction of those factors and how the green manufacturer should make tradeoffs among the triple bottom lines.

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