

ECO 798: Ecological Economics: A Macromarket Perspective

Professor: Ron Nahser, PhD
Assistant Professor: Scott Kelley, PhD
Mobile: (312) 953-2876
Email: Rnahser@depaul.edu, Skelley6@depaul.edu
Office: By appointment only

Dates: Winter Quarter
Time: Tuesdays 5:45pm – 9:00pm
Location: Lewis Center, 25 E. Jackson Blvd., Room 1103
Section 302 (37425)

Course Overview

ECO 798 Ecological Economics: A Macromarket Perspective focuses on the economy as a subsystem within the natural environment. The primary concern of the field to date has been rightly on the **supply** side of the economy, looking at our use of natural capital in a finite world, often from the perspectives of product life cycle eco-efficiency and legislative policy decisions and action. But since the purpose of the economy is to serve society's needs, then central to this new discipline is the role of marketing which studies the **demand** side of the economy and the impact of culture, lifestyle and consumption habits and patterns.

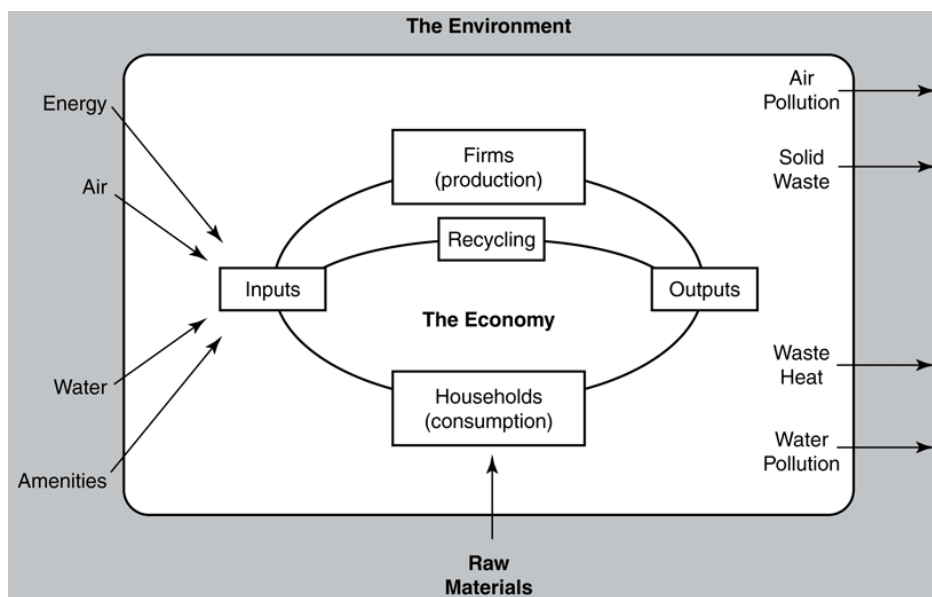
This course will study what market systems serve society's needs: how they function today, and are impacted and changing in light of social (e.g. think "Millennials") and environmental trends and challenges. The key project for the course will be for each student to analyze one market system – past, present, and future – and how it goes about creating and delivering products and services to meet demand. We will pay particular attention to how the discipline of marketing shapes and is responding to rapidly shifting market, financial, cultural, environmental and political changes.

ECO 798, Ecological Economics: A Macromarket Perspective shares the same purpose as the United Nation's Principles for Responsible Management Education (PRME) to "develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy" (Principle 1). As such, it seeks to integrate the concept of *sustainable development* into the larger ecological economic context of serving market/society needs in a finite world. This perspective of sustainable development updates the classic definition of Economics articulated by Alfred Marshall, which launched the neoclassical economic period.

ECO 798: Ecological Economics: A Macromarket Perspective

Economics is the study of mankind in the ordinary business of life. It examines that part of individual and social action, which is most closely connected with the attainment and with the use of material requisites of well-being. Alfred Marshall, Principles of Economics, 1889

Therefore, this course will take the perspective of the economy as markets – the place where people exchange the goods and services required for personal, social and environmental well-being - but updated to show the economy operating within the environment. This update can be graphically shown as follows:



Environmental & Natural Resource Economics. Tietenberg & Lewis, 20012. Fig. 2.1

If *Ecology* can be defined as the study of the relations of animals and plants to their organic and inorganic environments, and *Economics* as the study of production decisions and how humans make their living (supply) and how they satisfy their needs and desires (demand), then *Ecological Economics* can simply be defined as the study of the relationships between economic and ecological systems.

University Learning Goals, Course Objectives, and Class Structure

University Learning Goals – Kellstadt learning goals

To generate sustainable value for business and society, students must engage in new ways of thinking and new patterns of inquiry. This goal requires a new pedagogy - one that asks students to be conscious of their own assumptions, their own patterns of knowing. The new pedagogy must also ask students to make connections between data and disciplines that were previously viewed as unrelated or disconnected. Rather than predetermining a clear development of thought in a particular set of readings that define a discipline, this course demands that students find emerging connections in a broad survey of literature and ideas. While the content of the course is appropriately broad-ranging and eclectic, the particular learning *goals* of DePaul University are shaped by the learning *method* of Pragmatic Inquiry:

Goal 1: Mastery of Content. Students will demonstrate specialized knowledge and skills sufficient to analyze an industry/profession and how it is developing products and services that meet a particular societal / market need in way that builds a sustainable global economy

Goal 2: Intellectual and Creative Skills. Students will demonstrate the ability to think critically and imaginatively by accessing, analyzing, and evaluating information from multiple sources to identify underlying assumptions, by using existing knowledge to generate and synthesize ideas in original ways, and by communicating clearly in speech and writing

Goal 3: Personal and Social Responsibility. Students will demonstrate the ability to identify and articulate their own assumptions, beliefs, and values – as well as others – about the meaning(s) of a sustainable economy, to articulate what it means to live with personal integrity, to evaluate ethical issues from multiple considerations and to chart a responsible course of action that benefits various communities.

Goal 4: Intercultural and Global Understanding. Students will demonstrate knowledge of and respect for perspectives that diverge from their own, and sufficient knowledge to become a prudent steward of global resources in a finite ecology.

Goal 5: Integration of Learning. Students will demonstrate the ability to relate their learning, making connections among a broad range of ideas and experiences, in order to design and develop a sustainable strategy for meeting a particular societal / market need.

ECO 798: Ecological Economics: A Macromarket Perspective

Course Learning Objectives

By the end of the quarter, students will demonstrate the following:

1. A *mastery* of basic economic principles of a market economy: demand and supply, marginal utility, growth, competitive positioning, “creative destruction,” macro-markets, and resource allocation of human, social, manufactured, financial and natural capital as a system to meet society's needs.
2. The capacity to *evaluate* how the evolving concept of sustainable development challenges many assumptions about the current macromarket system– financial, environmental and social - in many parts of the world, shaping trends and opportunities in that system.
3. The capacity to *analyze* the economic foundations of some social need and the current macromarket system that does or does not adequately meet it.
4. The capacity to *apply* knowledge to identify an effective intervention point in a macromarket system
5. Clearly *articulate* the student's own economic philosophy, worldview, and future course of action with regard to the social need analyzed in 3 above.

Required Text Corporantes *PathFinder* Lab Journal: Vincentian Pragmatism

General Structure for Classes

Part I. What are the assumptions driving the current economy?

- Students spend time gathering their thoughts to the focus questions
- Students ask questions about the primary reading, concept and rival concepts

Part II. How are those assumptions being challenged?

- Student presentations of group readings
- Dr. Ron's summary – connection with the course overview, learning goals and objectives.

Part III. What must be done?

- Workshop: how does economic theory inform the student's course project Challenge/question (**Cq**)?

ECO 798: Ecological Economics: A Macromarket Perspective**Assessment**

Assignments

Baseline Reflection	5%
Group presentations of assigned readings (7 presentations, weeks 2 – 8)	20%
Weekly blog posts (6 blog posts, weeks 2 - 7 due on Thursday after class)	30%
Macromarket systems analysis paper (due week 8 on Friday, February 26th)	25%
Final presentations	10%
Final reflection (due Tuesday, March 15 th by 11:59pm)	10%

Note: all written assignments must be posted in the Digication ePortfolio

Grading Scale

A	94 – 100
A-	90 – 93.9
B+	87 – 89.9
B	84 – 86.9
B-	80 – 83.9
C+	77 – 79.9
C	74 – 76.9
C-	70 – 73.9
D	64 – 69.9
F	Below 64

Note: ALL assignments will be submitted through the Pragmatic Inquiry Digication ePortfolio.

ECO 798: Ecological Economics: A Macromarket Perspective

Assignment Descriptions

Baseline Reflection. Baseline Reflection responses should address all FIVE of the questions in the Pragmatic Inquiry Digication ePortfolio.

Assigned Readings. Each week there will be two sets of assigned readings: **class readings** and **group readings**. ALL students must read the **class readings** carefully to frame the discussion for the class. Basic comprehension, mastery, and higher order thinking of the class readings will be assessed in the weekly blog posts and in the macromarket systems analysis paper. Students will demonstrate comprehension, mastery, and higher order thinking through the use and application of terms and concepts in the readings, as evidenced by appropriate references. The **group readings** are divided into four separate readings (1-4), each one assigned to a particular group. Groups will demonstrate comprehension, mastery, and higher order thinking by making a 5-minute presentation of the major arguments, terms, and concepts in the assigned readings in each class. Presentations should include the following: (a) an overview of the general argument, (b) identification of any significant terms or concepts, and (c) an application of those concepts to a specific example. Students will be assessed as a group on how accurately they summarize the readings, how engaging they make the presentation, and how well they apply the principles to a specific example. Group presentations will be assessed according to the following questions:

- Does the presentation demonstrate a mastery of the overall argument in the group readings?
- Does the presentation demonstrate a mastery of the terms, concepts, and arguments in the group readings?
- Does the presentation creatively apply the terms, concepts, and arguments to a specific context or problem?
- Does the presentation demonstrate the qualities of an engaging presentation appropriate for graduate level students seeking to advance in a particular profession?

Note: Students will evaluate each group according to the questions listed above. The final group presentation grade will be the average of three separate evaluations: Dr. Ron's score, Dr. Scott's score, and the average score from all peer evaluations.

Weekly Blog Post. The term "blog" is a bit of a misnomer. Think of the weekly writing assignment as a working draft of a particular section of your *Macromarket systems analysis paper*. All blogs must be posted in the Digication ePortfolio by 11:59pm the Thursday after class.

ECO 798: Ecological Economics: A Macromarket Perspective

Students will write a total of 6 blog posts from weeks 2 through 7. Blog posts should demonstrate higher order thinking (application, analysis, synthesis, evaluation) with sufficient references to the class readings, group readings, and the student's own research. Blog posts should be no shorter than 500 words. The weekly blogs will be assessed according to the following questions:

- Does the blog post demonstrate a mastery of the terms, concepts, and arguments in the class readings by using sufficient references to the text?
- Does the blog post demonstrate higher order thinking skills by applying, analyzing, synthesizing, or evaluating the arguments in the class readings, group readings, or the student's own research?
- Does the blog post demonstrate the quality of writing appropriate for graduate level students seeking to advance in a particular profession?

Macromarket systems analysis paper. Each student is expected to prepare a conceptual design and analysis of an industry market and its trends. The Paper should be no shorter than 3500 words and should have three major parts, which are included in the Digication ePortfolio: (I) an analysis of a macromarket system which serves a social need. The analysis should include market size, scope, dynamics, and trends concerning sustainable development; (II) A summary of the challenges – Cq - the market faces and its relevance to a broad audience of stakeholders in serving this need sustainably; (III) an analysis of each of the stakeholder perspectives. The Macromarket systems analysis paper is a comprehensive summary of the student's work up to that point in the quarter and will be assessed according to the following questions:

- Does the paper present a market that has a clear need and a defined scope?
- Does the paper accurately describe the dynamic trends of the market system?
- Does the paper demonstrate higher order thinking by providing a comprehensive summary of each of the stakeholder perspectives?
- Does the paper demonstrate the quality of writing appropriate for graduate level students seeking to advance in a particular profession?

Final Presentation. Having a good idea and a solid analysis is a great start, but it is insufficient if key ideas are not communicated effectively. Students will present a 7-8 minute "elevator pitch" (half a "Ted" talk) that effectively communicates the content of the Final Paper. (This presentation can be either a poster board or a PowerPoint presentation). While the Macromarket systems analysis paper was *descriptive* in nature, the final presentation will be *proscriptive*. It will persuasively convince a particular audience to do to think differently or to take some action

ECO 798: Ecological Economics: A Macromarket Perspective

as an effective intervention point in a larger Macromarket system. It will present the solution to the Cq identified at the beginning of the quarter. The elevator pitch will be assessed on the ability to clearly present the outlines of the economic market system, as follows:

- Does the pitch identify and describe an effective intervention point?
- Does the pitch include a persuasive call to action?
- Does the pitch demonstrate the presentation skills appropriate for graduate level students seeking to advance in a particular profession

Final Reflection Essay. Students will post a 750 word final reflection essay describing the learning from the course and a statement of your economic world view: your belief/vision of the purpose and goals of the global and local economic market system you studied, and the values driving that vision.

Schedule of Classes

Class 1. Tuesday, January 5th

Introduction: Challenge/question (Cq), Stakeholder map, overview of course and economics

Class Activities:

- Introduction to instructors and students
- Establishing a baseline Challenge/question - **Cq**
- Overview of Pragmatic Inquiry
- Overview of Sustainable Development (UN and Cambridge)
- Overview of the course

Before next class:

- Create and personalize a Digication ePortfolio, following the course template.
- Prepare the class readings and group readings for next class.

Class 2. Tuesday, January 12th

Competing claims about the nature of economics

ECO 798: Ecological Economics: A Macromarket Perspective

Class Readings:

- Marshall, Alfred, Book I.I Introduction, I.II The Substance of Economics, <http://www.econlib.org/library/Marshall/marPCover.html>
- Common, Michael and Sigrid Stagl, Ch 1: An Introduction to Ecological Economics, Excerpt from Chap 6 Economic Growth and Human Well-being
- Review:
 - UN SDGs <https://sustainabledevelopment.un.org/?menu=1300>
 - Rewiring the Economy: <http://www.cisl.cam.ac.uk/about/rewiring-the-economy>

Group Readings:

1. Henderson, Hazel, Creating Alternative Futures
2. McKibben, Bill, After Growth
3. Heilbroner, Robert, the Economic Revolution
4. Spash, Clive, The Shallow or the deep ecological economics movement?

Class 3. Tuesday, January 19th

Competing claims about the nature of the human person

Class Readings:

- Marshall, Book III Chaps I, II, V, VI
<http://www.econlib.org/library/Marshall/marP9.html#Bk.III>

Group Readings:

1. Rand, Ayn. Selection from Atlas Shrugged
2. Veblen, Thorstein. Pecuniary emulation and conspicuous consumption, from Theory of the Leisure Class
3. Daly, Herman, and Joshua Farley, Chap 13. Human Behavior and Economics
4. Faulhaber, Robert, The Rise and Fall of Self-Interest

Class 4. Tuesday, January 26th

Competing claims about the nature of epistemology

ECO 798: Ecological Economics: A Macromarket Perspective

Guests: alumni members of the DePaul Sustainability Network -

<https://www.linkedin.com/groups/7025224/members>

Class Readings:

- Marshall, Alfred, Book I.III Economic Generalizations or Laws, I.IV The Order and Aims of Economic Studies. Book II.I
<http://www.econlib.org/library/Marshall/marPCover.html>
- Marshall, Mary Paley, Economics for Industry Book I.I-II.
<https://play.google.com/store/books/details?id=NLCJAAAIAAJ&rdid=book-NLCJAAAIAAJ&rdot=1>
- Schumpeter, Joseph A. History of Economic Analysis Extract from Chap. 1, Scope and method
- DePaul PathFinder Lab Journal, “Developing Sustainable Strategies” pp. xv-xlvi

Group Readings:

1. Hayek, E.A. The Pretence of knowledge in American Economic Review
2. McCloskey, Deirdre, The Rhetoric of Economics- Revisited; Humanomics; Rhetoric; Whyte, David, A Larger Language of Business
3. Tocqueville, Alexi de. Extracts from Book II of Democracy in America
4. Ghoshal, Sumantra, How bad management theories are destroying good management practices.

Class 5. Tuesday, February 2nd

Competing claims about Markets

Guest: Dr. Ron Fernandes, Assistant Director, DePaul School of Public Service

Class Readings:

- Kotler, Philip Marketing Management
- Friedman, Milton, The Social responsibility of business is to increase its profits
- DePaul PathFinder Lab Journal, “Why Practice Pragmatic Inquiry” ff. pp. 1-22

Group Readings:

1. Wilkie. William and Elizabeth Moore, A Larger View of Marketing

ECO 798: Ecological Economics: A Macromarket Perspective

2. Westra, Laura and Patricia Werhane, *The Business of Consumption: Introduction: Werhane, Environmental and Economic Sustainability; Bucholz and Rosenthal, Toward an Ethics of Consumption: Rethinking the Nature of Growth*
3. Knight, Frank. *Ethics and the Economic Interpretation*
4. Kotler, Philip. *Reinventing marketing to manage the environmental imperative*

Class 6. Tuesday, February 9th Competing claims about Organizations: Business, Government and Civil Society - Governance and the Common Good

Class Readings:

- Roosevelt, Theodore, “Conservation as a National Duty.”
<http://voicesofdemocracy.umd.edu/theodore-roosevelt-conservation-as-a-national-duty-speech-text/>
- Elinor Ostrom, “Common Resources (2009 Nobel Prize Lecture video)
<http://www.nobelprize.org/mediaplayer/index.php?id=1223>
- Jimmy Carter’s Law Day Address “A Message on Justice”
<http://www.narsil.org/index/peopl/jimmycarter/lawday>
- Schumpeter, Joseph. *Creative Destruction*

Group Readings:

1. Sassor, Robert Russell, “Envisioning a Climate for Change.” http://www.ssireview.org/blog/entry/envisioning_a_climate_for_change?utm_source=Enews&utm_medium=Email&utm_campaign=SSIR_Now&utm_content=Read_More
2. Daly, Hermon and John Cobbs, *For the Common Good*, Intro. Chaps.4, 5, and 8
3. Clark, J. Maurice, *The changing basis of economic responsibility*
4. Zamangi, Stefano, *Catholic Social thought and economic life*

Class 7. Tuesday, February 16th

Competing claims about the Environment

Guest: Dr. Christie Klimas, Assistant Professor, DePaul Department of Environmental Science and Studies

ECO 798: Ecological Economics: A Macromarket Perspective

Class Readings:

- Ives, Christopher, Sarah Bekessy, The Ethics of Offsetting Nature
- Boyer, Tracy and Stephen Polasky, Valuing Urban Wetlands^[SEP] - to p. 748,
- Spash, Clive, Bulldozing Biodiversity
- Matulis, Brett The Economic Value of Nature

Group Readings:

1. Hawken, Paul, Declaration of Sustainability
2. Friedman, Thomas L., The Power of green.
3. Leopold, Aldo, The Land ethic in A Sand County almanac & other writings on ecology and conservation
4. Nahser, Ron, The Practice of Ecological Economics
- 5.

Class 8. Tuesday, February 23rd Competing claims about Culture (Systems analysis paper is due by Friday, February 26th)

Guest: Dr. Randall Honold, Co-Director, Institute of Nature and Culture

Class Readings

- Mintzberg, Henry, Rebalancing Society: “The Basic Point”, Chaps. 1,4,5
- Kotler, Philip, Creating Happiness as Well as Goods, Epilogue

Group readings

1. Meadows, Donella H., Thinking in systems: a primer, The Basics
2. U.S. Army Field Manual, Foreword and Chap. 4 “Designing Counterinsurgency Campaigns and Operations”
3. Liedtka, Jeanne, Strategy as design, if managers thought like designers.
Martin, Roger L., The Design of Business
4. Nahser, Ron, Consumption in the Un-Commons. Shapiro Review.

Class 9. Tuesday, March 1st

Interpret Imaginatively, Decide Responsibly

Class Readings:

- Marshall, “The Present Position of Economics”
<https://books.google.com/books?id=t0syAQAAMAAJ&printsec=frontcover>

ECO 798: Ecological Economics: A Macromarket Perspective

[r&dq=inauthor:%22Alfred+Marshall%22&hl=en&sa=X&ved=0ahUKEwj95dC2jf_JAhUI8CYKHXvyCAEQ6AEIRzAH#v=onepage&q&f=false](https://www.pathfinderlab.com/author/Alfred-Marshall/)

- DePaul PathFinder Lab Journal, “Vincentian Pragmatism”, pp. v-xiv.

Group Readings:

1. Keynes, John Maynard, General Theory Chapter 5, Concluding Notes and Letters
2. Whitehead, Alfred North, “On Foresight”
3. Schumacher, E. F., “Buddhist economics”
4. Fogel, Robert, the Fourth Great Awakening and the Future of Egalitarianism

Class 10. Tuesday, March 8

Project presentations: Finals Week March 15

Final reflection paper is due March 19th, 11:59pm.

Bibliography

- Boardman, C. M., Sandomir, A. N., & Sondak, H. (2013). *Foundations of business thought*. Boston, MA: Pearson.
- Boyer, T., & Polasky, S. (2004). Valuing urban wetlands: A review of non-market valuation studies. *Wetlands*, 24(4), 744-755.
- Burrell, L. (n.d.). A larger language for business. *Harvard Business Review*. Retrieved from <https://hbr.org/2007/05/a-larger-language-for-business>
- Cambridge Institute for Sustainability Leadership. (2015). *Rewiring the economy: Ten tasks, ten years*. Retrieved from <http://www.cisl.cam.ac.uk/publications/publication-pdfs/rewiring-the-economy-report.pdf>
- Carter, J. (1974, May 4). *University of Georgia Law Day address*. Retrieved from <http://www.narsil.org/index/peopl/jimmycarter/lawday>
- Clark, J. M. (1916). The changing basis of economic responsibility. *Journal of Political Economy*, 24(3), 209-229.
- Common, M. S., & Stagl, S. (2005). *Ecological economics: An introduction*. New York, NY: Cambridge University Press.

ECO 798: Ecological Economics: A Macromarket Perspective

- Daly, H. E., Cobb, J. B., & Cobb, C. W. (1989). *For the common good: Redirecting the economy toward community, the environment, and a sustainable future*. Boston, MA: Beacon Press.
- Daly, H. E., & Farley, J. (2010). *Ecological economics: Principles and applications* (2nd ed.). Washington, DC: Island Press.
- Faulhaber, R. (2005). The rise and fall of “self-interest.” *Review of Social Economy*, 63(3), 405-422.
- Finn, D. K. (2010). *The true wealth of nations: Catholic social thought and economic life*. New York, NY: Oxford University Press.
- Fogel, R. W. (2000). *The fourth great awakening & the future of egalitarianism*. University of Chicago Press.
- Friedman, M. (1970, September 30). A Friedman doctrine: The social responsibility of business is to increase its profits. *The New York Times*. Retrieved from <http://graphics8.nytimes.com/packages/pdf/business/miltonfriedman1970.pdf>
- Friedman, T. L. (2007, April 15). The power of green. *The New York Times Magazine*. Retrieved from <http://www.nytimes.com/2007/04/15/magazine/15green.t.html>
- Ghoshal, S. (2005). Bad management theories are destroying good management practices. *Academy of*

ECO 798: Ecological Economics: A Macromarket Perspective

Management Learning & Education, 4(1), 75-91.

<http://doi.org/10.5465/AMLE.2005.16132558>

Hawken, P. (1994). *The ecology of commerce: A declaration of sustainability*. New York, NY: HarperBusiness.

von Hayek, F. A. (1989). The pretence of knowledge. *The American Economic Review*, 79(6), 3-7.

Heilbroner, R. L. (1972). *The worldly philosophers: The lives, times, and ideas of the great economic thinkers*. New York, NY: Simon and Schuster.

Henderson, H. (1978). *Creating alternative futures: The end of economics*. New York, NY: Berkley Publishing Corporation.

Hussen, A. (2004). *Principles of environmental economics* (2nd ed.). New York, NY: Routledge.

Ives, C. D., & Bekessy, S. A. (2015). The ethics of offsetting nature. *Frontiers in Ecology & the Environment*, 13(10), 568-573. <http://doi.org/10.1890/150021>

Keynes, J. M. (1936). *The general theory of employment, interest and money*. New York, NY: Harcourt, Brace & World.

Keynes, J. M. (1938). 787. J. M. Keynes to Harrod, 4 July 1938. Retrieved from <http://economia.unipv.it/harrod/edition/editionstuff/rfh.346.htm>

Keynes, J. M. (1938). 791. J. M. Keynes to Harrod, 10 July 1938. Retrieved from <http://economia.unipv.it/harrod/edition/editionstuff/rfh.34a.htm>

ECO 798: Ecological Economics: A Macromarket Perspective

- Keynes, J. M. (1971). *The collected writings of John Maynard Keynes*. London, England: Macmillan.
- Knight, F. H. (1922). Ethics and the economic interpretation. *The Quarterly Journal of Economics*, 36(3), 454-481. <http://doi.org/10.2307/1886033>
- Kotler, P. (2011). Reinventing marketing to manage the environmental imperative. *Journal of Marketing*, 75(4), 132-135.
- Kotler, P. (2015). *Confronting capitalism: Real solutions for a troubled economic system*. New York, NY: A
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Boston, MA: Pearson.
- Leopold, A., & Algire, T. (1977). *A Sand County almanac illustrated*. Madison, WI: Tamarack Press.
- Marshall, A. (1885). *The present position of economics: An inaugural lecture given in the Senate House at Cambridge, 24 February, 1885*. London, England: Macmillan.
- Marshall, A., & Guillebaud, C. W. (1961). *Principles of economics* (9th ed.). London, England: Macmillan for the Royal Economic Society.
- Marshall, A., & Marshall, M. P. (1879). *The economics of industry*. London, England: Macmillan.

ECO 798: Ecological Economics: A Macromarket Perspective

- Martin, R., & Christensen, K. (Eds.). (2013). *Rotman on design: The best on design thinking from Rotman magazine*. Toronto, Canada: University of Toronto Press.
- Matulis, B. S. (2014). The economic valuation of nature: A question of justice? *Ecological Economics*, 104, 155-157. <http://doi.org/10.1016/j.ecolecon.2014.04.010>
- McCloskey, D. N. (1997). The rhetoric of economics, revisited. *Eastern Economic Journal*, 23(3), 359-362.
- McCloskey, D. N. (2016). Max U versus humanomics: A critique of neo-institutionalism. *Journal of Institutional Economics*, 12(1), 1-27. <http://doi.org/10.1017/S1744137415000053>
- McKibben, B. (2008). *Deep economy: The wealth of communities and the durable future*. New York, NY: St. Martin's Griffin.
- Meadows, D. H., & Wright, D. (2008). *Thinking in systems: A primer*. White River Junction, VT.: Chelsea Green.
- Mintzberg, H. (2015). *Rebalancing society: Radical renewal beyond left, right, and center*. San Francisco, CA: Berrett-Koehler.
- Murphy, P. E., & Sherry, J. F. (2014). *Marketing and the common good: Essays from Notre Dame on societal impact*. New York, NY: Routledge.
- Nahser, F. B. (2014). The practice of ecological economics: Response to Harold Draper's "President's Message" and James Montgomery's "Letter from the Editor" in

ECO 798: Ecological Economics: A Macromarket Perspective

Environmental Practice 16(1), March 2014. *Environmental Practice*, 16(3), 249-257.
doi:10.1017/S14660466140002

Ostrom, E. (2009, December 8). *Nobel Prize Lecture: Beyond markets and states:*

Polycentric governance of complex economic systems. Retrieved from

<http://www.nobelprize.org/mediaplayer/index.php?id=1223>

Sassor, R. R. (2015, March 18). Envisioning a climate for change. *Stanford Social*

Innovation Review. Retrieved from

http://ssir.org/articles/entry/envisioning_a_climate_for_change

Schumacher, E. F. (1973). *Small is beautiful: Economics as if people mattered*. New York, NY: Harper & Row.

Schumpeter, J. A. (1954). *History of economic analysis*. New York, NY: Oxford University Press.

Schumpeter, J. A. (1976). *Capitalism, socialism, and democracy*. New York, NY: Harper & Row.

Shapiro, S. J. (2015). Marketing and the common good: Essays from Notre Dame on societal impact. *Journal of Macromarketing*, 35(1), 123-124.

<http://doi.org/10.1177/0276146714555015>

ECO 798: Ecological Economics: A Macromarket Perspective

- Spash, C. L. (2013). The shallow or the deep ecological economics movement? *Ecological Economics*, 93, 351-362. <http://doi.org/10.1016/j.ecolecon.2013.05.016>
- Spash, C. L. (2015). Bulldozing biodiversity: The economics of offsets and trading-in Nature. *Biological Conservation*, 192, 541-551. <http://doi.org/10.1016/j.biocon.2015.07.037>
- Tietenberg, T. H., & Lewis, L. (2009). *Environmental & natural resource economics* (8th ed.). Boston, MA: Pearson Addison Wesley.
- de Tocqueville, A. (1966). *Democracy in America* (J. P. Mayer & M. Lerner, Eds.). New York, NY: Harper & Row.
- United Nations, Department of Economic and Social Affairs. (2016). Sustainable development goals. Retrieved from <https://sustainabledevelopment.un.org/?menu=1300>
- United States, Department of the Army & United States Marine Corps. (2007). *The U.S. Army/Marine Corps counterinsurgency field manual*. University of Chicago Press.
- Voices of Democracy. (1908, May 13). Theodore Roosevelt: “Conservation as a national duty.” Retrieved from <http://voicesofdemocracy.umd.edu/theodore-roosevelt-conservation-as-a-national-duty-speech-text/>
- Westra, L., & Werhane, P. H. (1998). *The business of consumption: Environmental ethics and the global economy*. Lanham, MD: Rowman & Littlefield.
- Whitehead, A. N. (1933). *Adventures of ideas*. New York, NY: Macmillan.