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Sommario/riassunto	Arguing that consumers and manufacturers share the responsibility for a cleaner and healthier environment, this eloquent and timely discussion urges the former to balance the market toward designs, ingredients, and technologies that reflect their ecological sensibilities, while exhorting the latter to modify their industrial processes on the basis of their environmental impacts. Such steps would foment a radical transparency where products are concerned and make all of the parties in the global marketplace active players in determining the course

