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## Chapter 3 Political and Economic Analysis

### Section 3.1 What Is an Economy?

#### Green Marketer Activity: Preventing Green Fatigue

**Directions** Recently, environmental claims made about several popular products have been called into question. Research one of the following products: CFLs (compact fluorescent lights), reusable plastic water bottles, biofuels, or farmed fish. Then answer the following questions.

1. Make a list of the product's environmental pros and cons.

**Pros**

**Cons**

_____	_____
_____	_____
_____	_____
_____	_____

2. Would you choose this product over a competing conventional product?

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3. Why or why not?

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