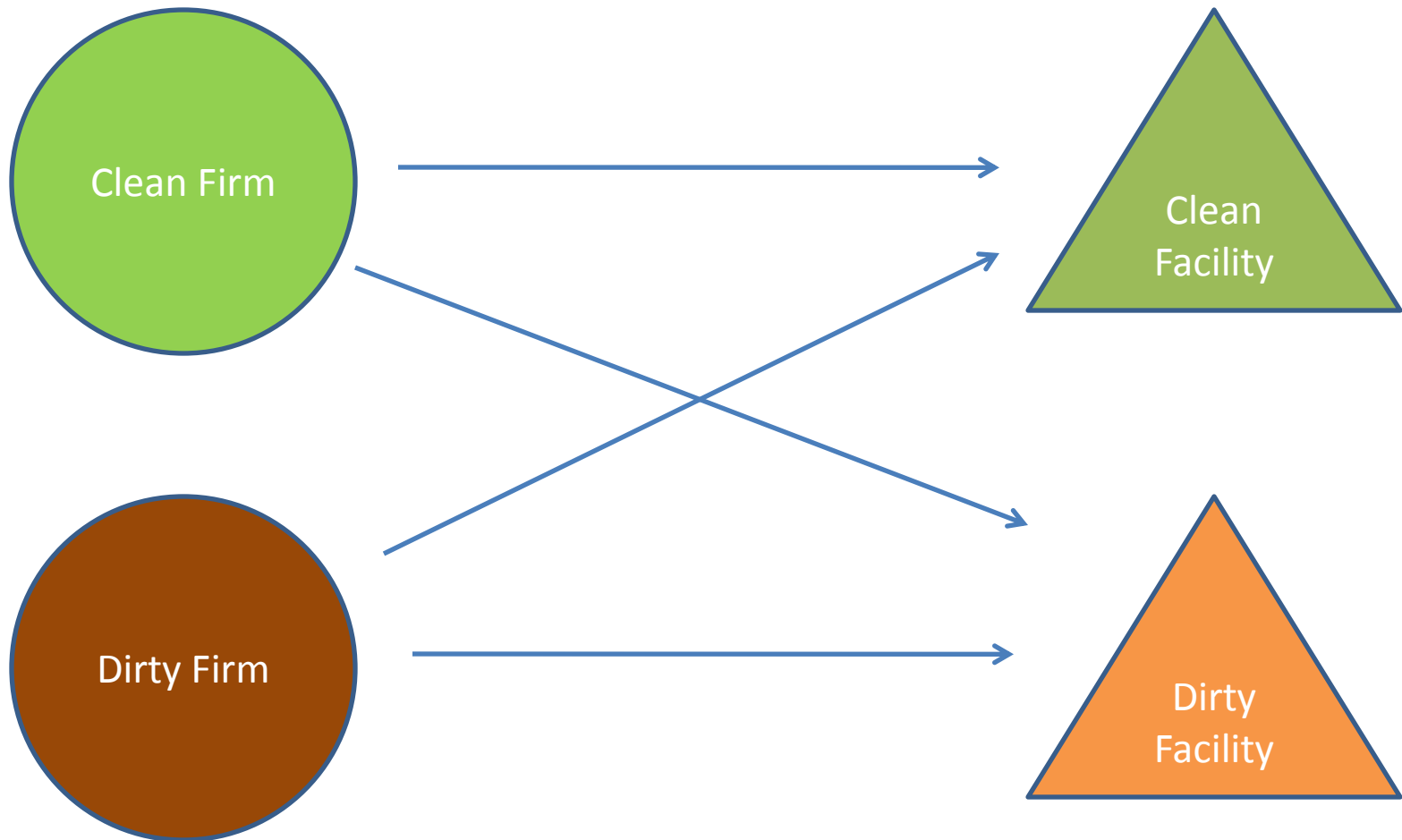


Whether It's Green or Brown, Buy Local...

Which facility will a firm buy, and how do environmental performance, distance, and operational similarity affect that choice



So, who buys whom?



Increasing distance to target makes clean likely to buy clean, dirty likely to buy dirty



More generally, firms much more likely to buy facilities that are operationally similar, and that preference grows as distance increases



