

RESPONSE TO A RESPONSE



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Zadie Smith, the celebrated English novelist, is quoted in the New York Times as saying, “people who believe in fundamental and irreversible changes in human nature are themselves ahistorical and naïve.”¹

I argue that, beyond sustainability theater, companies will never produce something that their customers will not buy or that they have to sell at a loss. Similarly, legislators will not enact substantial regulations contrary to the desires of their citizens, lest they be voted out of office.

The Mayers and Koomey response to my piece did not address my most basic premise – that the majority of consumers are not willing to pay more, or be even slightly inconvenienced, for sustainable products or services. Off the record, the sales, distribution, and supply chain executives of any large company will