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A B S T R A C T

Business Environmental Decisions in the Context of the Free Trade Agreement

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This study seeks to analyze the dynamics of environmental spending among Mexican manufacturing businesses since NAFTA came into effect in 1994, and 2002, as well as the factors that have had a positive or negative influence on the environmental decisions taken by businesses. The study shows that companies' stocks of environmental assets have increased over the period, although a long road lies ahead. Its policy conclusions suggest a world where small and medium-size businesses face serious competition problems, requiring a search for points of convergence between industrial, business development and environmental policies.