

## INDUSTRY STUDIES ASSOCATION WORKING PAPER SERIES

This paper has been published. Full paper is available from Business and Society.

Technical Assistance Programs and the Diffusion of Environmental Technologies in the Printing Industry: The Case of SMEs

By

Sandra Rothenberg Printing Industry Center Rochester Institute of Technology Rochester, NY 14623

Monica Becker Printing Industry Center Rochester Institute of Technology Rochester, NY 14623

2004 Industry Studies Association Working Papers

WP-2004-07 http://isapapers.pitt.edu/