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Autore	Grant John <1964->
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Nota di contenuto	Title Page; Copyright Page; Foreword; Acknowledgements; About the Author; Introduction; SECTION I - Background; Setting the Scene; A Tipping Point - and Then What?; The Green Consumer Bandwagon of 1989; The Green Challenges; The Marketing Challenge; The Green Consumer? (Or All Consumers?); Sustainability - The Backroom Revolution; The Green Marketing Challenge; Green Marketing's Five I's; Endnote: Another Revolution; SECTION II - The Green Marketing Grid; Overview; A. Green - Setting New Standards for Responsible Products, Services, Brands, Companies B. Greener - Sharing Responsibility with Customers C. Greenest - Shaping a New Culture of Responsibility Through Innovation; 1. Public - Company Story, Engagement Campaigns, Futures; 2. Social - Identity and Community; 3. Personal - Products and Habits; A1: Set an Example; A2: Credible Partners; A3: Market a Benefit; B1: Develop the Market; B2: Tribal Brands; B3: Change Usage; C1: New Business Concepts; C2: Trojan Horse Ideas; C3: Challenging Consuming; A: Setting New Standards (Green); A1: Set an Example; A2: Credible Partners; A3: Market a Benefit; B: Sharing Responsibility (Greener) B1: Develop the Market B2: Social/Tribal Brands; B3: Change Usage; C: Supporting Innovation (Greenest); C1: New Business Concepts; C2: Trojan Horse Ideas; C3: Challenging Consuming; SECTION III -

Concluding Thoughts; Ideas Good, Image Bad; A Fresh Start for Green Marketing; References; Index

Sommario/riassunto

We are currently eating, sleeping and breathing a new found religion of everything 'green'. At the very heart of responsibility is industry and commerce, with everyone now racing to create their 'environmental' business strategy. In line with this awareness, there is much discussion about the 'green marketing opportunity' as a means of jumping on this bandwagon. We need to find a sustainable marketing that actually delivers on green objectives, not green theming. Marketers need to give up the many strategies and approaches that made sense in pure commercial terms but which are unsustainable.
