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Sommario/riassunto	As the global demand for natural and organic products continues to grow, making and marketing greener products is becoming an imperative. The old stereotype of green products' sub-par performance has been shattered as large multinational corporations prove that you can develop and win in the marketplace with a naturals-based product platform. And the pull for sustainably minded products is not limited to consumer marketing-business-to-business marketing of greener products has also increased due to customer demand from all business sectors.The Case for Greener Products</E