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Sommario/riassunto	Literature on green marketing continues to gain traction in the sustainability discourse, focusing on core subject areas such as green product development, green marketing strategy and green advertising. Achieving green marketing success encompasses influencing, orientating, and communicating green offerings of an organisation to the consumers. Emerging markets particularly provide unique opportunities for green product innovations to thrive due to their rapid industrialisation and economic growth; hence the value proposition of organisations must be rightly communicated to the consumers. The book is part of a multi-volume work that highlights the goals of green marketing, such as influencing consumers green adoption, behaviour, and attitude towards sustainability practices.