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Nota di contenuto	Intro -- Preface -- What Is This Book About? -- Contents -- About the Authors -- 1: Challenges of Green Brand Management -- 1.1 Green Biodiversity -- 1.1.1 Green Wish Concert? -- 1.1.2 ``Making Money`` as a Green Problem -- 1.2 Brand Is Modern Home -- 1.2.1 Restless and Homeless Through Life -- 1.2.2 Green Trust Only Comes About Through Reliability of Commitment -- 1.2.3 Long-Term Oriented Brands Do Not Tell (Advertising) Lies: Green- and Bluewashing -- 1.2.4 Purpose Concepts as Added Value -- 1.2.5 Brand Work Is Always Cause Work -- References -- 2: Green Consumption -- 2.1 Clarification of Terms: What Does ``Green`` Mean? -- 2.1.1 Sustainability -- 2.1.2 Corporate Social Responsibility -- 2.1.3 Organic and Biological -- 2.1.4 Fair Trade -- Organic Versus Regional -- Definition of ``Green`` -- 2.2 Social-Historical Development: From the Anonymous Crowd to the Individual Crowd -- 2.2.1 The Green Me -- 2.2.2 Start of the Green Idea -- 2.3 History of the Organic Sector -- 2.3.1 The First Makers -- 2.3.2 The First Forms of Sale -- 2.3.3 Turn of the Century from the 1980s -- Summary -- 2.4 The Economic Importance of the Organic Sector Today -- Real Consumer Behaviour Using the Example of SUVs -- 2.5 Expansion of the Green Consumption Zone -- 2.5.1 Green Clothing -- The Green Fashion Market in Figures -- 2.5.2 Furniture and Construction -- 2.5.3 Tourism -- 2.5.4 Finances -- Commerzbank: The ``Green`` Among the ``Giants`` -- 2.5.5 Consumer Goods --

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