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Nota di contenuto	Cover; Contents; Preface; Chapter 1 - Sustainable Marketing: An Overview; Why Sustainable Marketing-Now?; Sustainable Marketing Defined; The Master Equation; The Ecological Imperative; The Nature of Sustainable Development/Consumption; The Ecological Setting; Commoner's Informal Laws of Ecology; Evolving Ecological Concern; The Competitive Setting; The Social-Moral Imperative; Reasons for Studying Sustainable Marketing; Philosophy of this Book; Plan of this Book; Chapter Summary; Chapter 2 - New Decision Boundaries: The Product System Life Cycle; The Product System Life-Cycle Concept Quantitative Life-Cycle AssessmentQualitative Life-Cycle Assessment; Path to the Future?; Chapter Summary; Chapter 3 - Sustainable Marketing Strategies; Framework for Sustainable Marketing Management; Dimensions of Waste Management; Strategy Options; Proactive Strategy: Pollution Prevention; Proactive Strategy: Resource Recovery; Default Option: Terminal Disposal; Organizational Strategies; Marketing's New Mission; Implementing Sustainable Marketing Strategies; Product-Specific Sustainable Marketing Audit; Chapter Summary; Chapter 4 - Sustainable Products; Role of Product Sustainable Products: Solution to PollutionThe Industrial Design Process; Product Design-for-Environment; Product Design-for-Pollution Prevention; Product Design-for-Resource Recovery; Product

Classification Systems: Design-for-Environment Insights; Implementing Product Design-for-Environment; Chapter Summary; Chapter 5 - Sustainable Channel Networks; Role of Channel Networks; Channel Design-for-Environment; Channel Design-for-Pollution Prevention; Channel Design-for-Resource Recovery; Channel Management: Sustainable/Green Retailing; Channel Management: Selecting Sustainable Partners

Channel Management: Implementing Sustainable ChannelsChapter Summary; Chapter 6 - Sustainable Marketing Communications; Role of Marketing Communications; Communications Design-for-Environment; Controversy over Message; Environmental Message Design; Environmental Labeling Programs; Role of Promotion Mix Elements; Implementing Sustainable Communications; Chapter Summary; Chapter 7 - Sustainable Pricing; Role of Pricing; Pricing Design-for-Environment; Sources of Eco-Costs; Impact of Eco-Costs on Price; Full-Cost/Environmental Accounting; Allocating Internal Eco-Costs Design-for-Environment Pricing StrategiesImplementing Sustainable Pricing; Chapter Summary; Chapter 8 - Markets and Market Development; Role of Markets; Consumer Markets: Decision Process Factors; Consumer Markets: Green Segmentation Analysis; Industrial Markets: Environmental Products; Industrial Markets: Recycled-Source Materials; Chapter Summary; References; Index; About the Author

Sommario/riassunto

By recognizing marketing as the key to the success of ecologically sound products, this text seeks to define the paradigm of sustainable marketing, and offers criteria for sustainable marketing strategies and products, and more.
