

## Environment-Friendly Products-Adapt Green Now: Green Marketing (Paperback)



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Partridge India, 2017. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Excessive pollution has provoked the nature, and the nature starts behaving in unnatural ways (in form of global warming versus global cooling, heavy rains versus draught, and other natural calamities like frequent earthquakes and tsunamis, cyclones, epidemics, and so forth). Economic growth via production and consumption threatens peaceful life of human beings on the earth. Environment-friendly eco-green marketing is an attempt to protect consumer welfare and environment (the nature) through production, consumption, and disposal of eco-friendly products. Basically, green marketing is concerned with three aspects: 1. promotion of production and consummation of pure/quality products, 2. fair and just dealing with customers and society, and 3. protection of ecological environment. Thus, green marketing is a marketing philosophy that promotes production and selling of pure (eco-friendly) products with protection of ecological balance. Green marketing involves multiple activities. Green marketing encourages production of pure products by pure technology, conservation of energy, preservation of environment, minimum use of natural resources, and more use of natural foods instead of processed foods. Efforts of people, social organizations, firms, and governments in this regard can be said as green marketing efforts. Green marketing raises the voice against production, consumption, and/or disposal of such products that harm consumers, the society, and the environment anyway. It is necessary that businessmen and users should refrain from harmful products.

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