Find eBook

THE NEW RULES OF GREEN MARKETING: STRATEGIES, TOOLS, AND INSPIRATION FOR SUSTAINABLE BRANDING



Paperback. Book Condition: New. Paperback. 256 pages. Green products have been around since the 1970s, but its only in recent years that theyve become ubiquitous. Its not because consumers suddenly prize sustainability above all. Its because savvy green marketers are no longer trying to sell the earthinstead theyre promoting the value their products provide: better health, superior performance, good taste, cost-effectiveness, or simply convenience. This central emphasis on primary benefitsthe new rulesis critical to winning over the mainstream consumer. The...

Download PDF The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding

- Authored by Jacquelyn Ottman
- · Released at -



Filesize: 2.63 MB

Reviews

This pdf can be worthy of a study, and a lot better than other. I am quite late in start reading this one, but better then never. You wont truly feel monotony at at any moment of your respective time (that's what catalogues are for regarding in the event you check with me).

-- Prof. Douglas Grady

Extensive guide! Its such a excellent read. This can be for anyone who statte that there was not a worth looking at. I am just effortlessly will get a satisfaction of looking at a written publication.

-- Melvin Hettinger

Related Books

Dont Line Their Pockets With Gold Line Your Own A Small How To Book on Living

- Large
 - Too Old for Motor Racing: A Short Story in Case I Didnt Live Long Enough to Finish
- Writing a Longer One
 - Summer Fit Preschool to Kindergarten Math, Reading, Writing, Language Arts
- Fitness, Nutrition and Values
- DK Readers Plants Bite Back Level 3 Reading Alone
- The Birds Christmas Carol