



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

By Jacquelyn Ottman

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 New Rules of Green Marketing helps readers understand why value-based sustainability marketing has become a critical organizational capacity and how they themselves can adopt this approach. Drawing on the latest data from leading researchers and reflecting on learnings from her corporate clients and other pioneersincluding GE, Nike, Method, Starbucks, Timberland, HP, NatureWorks, Procter and Gamble, Stonyfield Farm, and Wal-MartOttman provides practical strategies, tools, and inspiration for building every aspect of a credible value-based green marketing strategy. She covers using a proactive approach to sustainability to spur innovation, developing products that are green throughout their life cycle, communicating credibly to avoid accusations of greenwashing, teaming up with stakeholders to maximize outreach to consumers, taking advantage of social media, and much more....



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