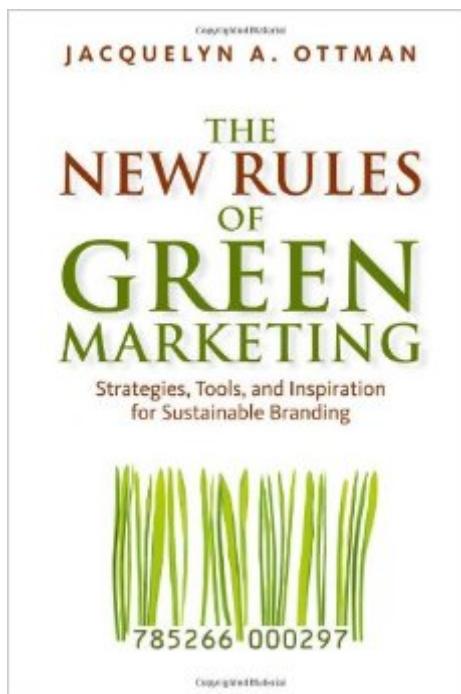


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The New Rules Of Green Marketing: Strategies, Tools, And Inspiration For Sustainable Branding



Synopsis

Green products have been around since the 1970s, but it's only in recent years that they've become ubiquitous. It's not because consumers suddenly prize sustainability above all. It's because savvy green marketers are no longer trying to sell the earth • instead they're promoting the value their products provide: better health, superior performance, good taste, cost-effectiveness, or simply convenience. This central emphasis on primary benefits—the new rules—is 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 pioneers—including GE, Nike, Method, Starbucks, Timberland, HP, NatureWorks, Procter & Gamble, Stonyfield Farm, and Wal-Mart—Ottman 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. This book takes the best of Ottman's previous groundbreaking work it into the 21st century. Her new rules relegate traditional green guilt • approaches to the recycling bin of history, break green products out of their niche and, ultimately do a far better job of advancing the triple bottom line of people, profits, and planet.

Book Information

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Customer Reviews

With its many big-corporation examples, extensive use of research-based statistics, and numerous charts, graphs, bullet points, and checklists, this is a green marketing book that could be widely adopted by green MBA programs. And true to its title, there are lots of rules--as well as big strategic questions starting right from the beginning (the first group is on page 21). But even if you're not an MBA student, and your business is much smaller-scale, there's a lot of wisdom here. It's also one of the most holistic green marketing books I've seen, considering whole-lifecycle processes such as energy and water used in manufacture and transportation, and questions of end-of-life disposal in determining whether a particular path is actually green. This depth of insight plays out especially well in her section on holistic product design, and in her examination of various tradeoffs in greenness. But always, she rightly insists, green products have to deliver the same quality and value; the market won't put up anymore with the shoddy design of some '70s and '80s-era green products, and they don't have to, because today's green products are as good as their "brown" competitors, if not better. As a consultant to many large companies, Ottman has learned a thing or two about the complexities of moving society down a greener path, one business initiative at a time. And she points out that brands themselves have to position themselves as green, because if there are no certification labels, a brand's reputation determines whether it finds favor with green consumers. She concludes the book with profiles of two such brands, Starbucks (not the greenest coffee company by a long shot, but the one that buys the most organic and fair-trade coffee) and Timberland.

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