

# 《绿色营销宣言The Green Mark》

## 图书基本信息

书名：《绿色营销宣言The Green Marketing Manifesto》

13位ISBN编号：9780470723241

10位ISBN编号：0470723246

出版时间：2008-1

作者：John Grant

页数：304

版权说明：本站所提供下载的PDF图书仅提供预览和简介以及在线试读，请支持正版图书。

更多资源请访问：[www.tushu000.com](http://www.tushu000.com)

# 《绿色营销宣言The Green Mark》

## 内容概要

### 在线阅读本书

We are currently eating, sleeping and breathing a new found religion of everything ' green '. At the very heart of responsibility is industry and commerce, with everyone now racing to create their ' environmental ' business strategy. In line with this awareness, there is much discussion about the ' green marketing opportunity ' as a means of jumping on this bandwagon. We need to find a sustainable marketing that actually delivers on green objectives, not green theming. Marketers need to give up the many strategies and approaches that made sense in pure commercial terms but which are unsustainable. True green marketing must go beyond the ad models where everything is another excuse to make a brand look good; we need a green marketing that does good. The Green Marketing Manifesto provides a roadmap on how to organize green marketing effectively and sustainably. It offers a fresh start for green marketing, one that provides a practical and ingenious approach. The book offers many examples from companies and brands who are making headway in this difficult arena, such as Marks & Spencer, Sky, Virgin, Toyota, Tesco, O2 to give an indication of the potential of this route. John Grant creates a ' Green Matrix ' as a tool for examining current practice and the practice that the future needs to embrace. This book is intended to assist marketers, by means of clear and practical guidance, through a complex transition towards meaningful green marketing. Includes a foreword by Jonathon Porritt.

# 《绿色营销宣言The Green Mark》

## 书籍目录

Foreword Acknowledgements Introduction Section I BACKGROUND Setting the Scene A Tipping Point – And Then What? The Green Consumer Bandwagon of 1989 The Green Challenges The Marketing Challenge The Green Consumer? (Or All Consumers?) Sustainability – The Backroom Revolution The Green Marketing Challenge Green Marketing 's Five I 's Endnote: Another Revolution Section II THE GREEN MARKETING GRID Overview A Green – Setting New Standards for Responsible Products, Services, Brands, Companies B Greener – Sharing Responsibility with Customers C Greenest – Shaping a New Culture of Responsibility Through Innovation 1 Public – Company Story, Engagement Campaigns, Futures 2 Social – Identity and Community 3 Personal – Products and Habits A1: Set an Example A2: Credible Partners A3: Market a Benefit B1: Develop the Market B2: Tribal Brands B3: Change Usage C1: New Business Concepts C2: Trojan Horse Ideas C3: Challenging Consuming A: Setting New Standards (Green) A1: Set an Example A2: Credible Partners A3: Market a Benefit B: Sharing Responsibility (Greener) B1: Develop the Market B2: Social/Tribal Brands B3: Change Usage C: Supporting Innovation (Greenest) C1: New Business Concepts C2: Trojan Horse Ideas C3: Challenging Consuming Section III CONCLUDING THOUGHTS Ideas Good, Image Bad A Fresh Start for Green Marketing References Index

# 《绿色营销宣言The Green Mark》

## 版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:[www.tushu000.com](http://www.tushu000.com)