

# Contents

Foreword	ix
Acknowledgements	xiii
About the Author	xv
Introduction	i
<b>Section I BACKGROUND</b>	<b>17</b>
Setting the Scene	19
A Tipping Point – And Then What?	20
The Green Consumer Bandwagon of 1989	24
The Green Challenges	28
The Marketing Challenge	32
The Green Consumer? (Or All Consumers?)	33
Sustainability – The Backroom Revolution	43
The Green Marketing Challenge	47
Green Marketing's Five I's	51
Endnote: Another Revolution	53

<b>Section II THE GREEN MARKETING GRID</b>	<b>57</b>
Overview	59
A. Green – Setting New Standards for Responsible Products, Services, Brands, Companies	61
B. Greener – Sharing Responsibility with Customers	63
C. Greenest – Shaping a New Culture of Responsibility Through Innovation	64
1. Public – Company Story, Engagement Campaigns, Futures	65
2. Social – Identity and Community	67
3. Personal – Products and Habits	68
A1: Set an Example	70
A2: Credible Partners	71
A3: Market a Benefit	71
B1: Develop the Market	72
B2: Tribal Brands	72
B3: Change Usage	73
C1: New Business Concepts	73
C2: Trojan Horse Ideas	74
C3: Challenging Consuming	74
A: Setting New Standards (Green)	75
A1: Set an Example	93
A2: Credible Partners	109
A3: Market a Benefit	122
B: Sharing Responsibility (Greener)	133
B1: Develop the Market	138
B2: Social/Tribal Brands	152
B3: Change Usage	172

C: Supporting Innovation (Greenest)	189
C1: New Business Concepts	211
C2: Trojan Horse Ideas	230
C3: Challenging Consuming	245
<b>Section III CONCLUDING THOUGHTS</b>	<b>275</b>
Ideas Good, Image Bad	277
A Fresh Start for Green Marketing	288
References	293
Index	297

<http://www.pbookshop.com>

<http://www.pbookshop.com>