



## Greener marketing : a responsible approach to business /

Charter, Martin

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Monografía

Environmental issues are no longer of marginal interest to business. Whether the company operates in mining, cosmetics or transport, it is facing ever greater stakeholder pressure to green up its act. No longer are issues of Greener Marketing merely tied to product communication; increasingly, the company's overall approach is being examined. To illustrate how proactive companies are examining environmental issues, 20 original case histories have been produced, including ICI, BT, Traidcraft and B & Q. These examples show that striving for environmental excellence is an essential part of the movement toward Total Quality Management and a prerequisite for future profitability. Essentially, Greener Marketing is a strategic management process that incorporates an integrated approach to corporate environmentalism. The book has drawn from a range of expert contributors, from top academics to business practitioners. Examples of good practice are given throughout the book, illustrating how small, medium and large companies are approaching green opportunities and threats. Strategic issues are dealt with first. Greener approaches to marketing planning are then examined, including product development, packaging, pricing, logistics, communications and, importantly, the role of employees

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