

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

Jacquelyn Ottman

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Jacquelyn Ottman : The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding before purchasing it in order to gage whether or not it would be worth my time, and all praised The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding:

3 of 3 people found the following review helpful. good for beginners, little higher level analysis on sustainable marketingBy Antoaneta PopovaI bought the book after reading the excellent reviews written about the book. I have to say Ottman is great in marketing the book and her name. The book is easy to read as it is written in a language as if

she is giving a presentation, so yes very easy to follow. But I found the book having a few main messages presented in 10 different ways. At a certain point you also get tired of - the 10 rules of this and the seven rules of that and the 11 rules of the other. As all the sets of rules have the same messages. All case studies which are probably 60% of the content of the book are mainly US, so difficult to relate to Europeans let alone other audience. I would have much preferred that Ottman takes a broader perspective and looks at not only green issues but sustainable marketing. All in all I would say as add up to the New rules of green marketing: green marketing out, sustainable marketing in. 0 of 0 people found the following review helpful. I love this book! By LADYKATI bought this book for the Green Marketing class my professor started! If you want to know how to help our planet this is the book you need. I am using it to pieces literally. I'm going to have to order another book lol. It really is an easy read and at \$16 it's a steal!!! 1 of 1 people found the following review helpful. Good Resource By Jeremy Good resource for those looking to learn how to market using green marketing without watering down their ideas. My instructor personally knew the author, and I think this helped understand why the author wrote what she wrote even if I did not agree with what she was saying.

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 rule—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.

An invaluable guide to businesses that seek to lead and prosper. --Peter Senge, author of The Fifth Discipline Ottman's done it again. Jacquelyn doesn't just have her finger on the pulse of green marketing, she is the pulse. She cuts the ubiquity of green marketing with the unique perspective of experience in this marketplace. Read this book and you're up to speed. -John Rooks, Author of More Than Promote - A Monkeywrencher's Guide to Authentic Marketing. Jacquelyn Ottman has yet again written an indispensable book about green marketing. The New Rules of Green Marketing not only provides valuable insights to the current and shifting marketing landscape, but also provides a blueprint of how to use these new rules to achieve business success...a must read for every marketer. -Jennifer Kaplan, author of Greening Your Small Business. The New Rules of Green Marketing should serve as the definitive text for any organization that is looking to brand itself or its products as green or sustainable. Jacquie's innovation driven insights will help organizations derive real and genuine strategic advantage from their green marketing initiatives. -David Rinard, Director Global Environmental Performance, Steelcase Inc. Jacquie Ottman takes her 25 years of experience in Green Marketing and gives insightful data and helpful checklists for practitioners in the field. The demand for green products is mainstream...and companies better be paying attention! -Shelley Zimmer, Environmental Initiatives Manager, HP. "Jacquie Ottman was one of the first to open up our consciousness for going green in her earlier book. Now she can demonstrate the strong payoffs to all of us—consumers, producers, retailers—by going green. Hurrah for this book showing how going green pays off in delivering a triple bottom line -- profits, people, and planet." -Philip Kotler, S. C. Johnson Distinguished Professor of International Marketing, Kellogg School of Management/Northwestern University