



Brief Contents

Contents ix

Preface xiii

PART I	Introduction	1
1	An Overview of Green Marketing	3
2	An Overview of Strategic Green Planning	19
PART II	The Consumption–Environment Interface	33
3	The Environment and Consumption	35
4	The Environmental Effects on Consumption	60
PART III	Providing Value via Sustainable Marketing Strategies	91
5	Discovering Value via Market Analysis	93
6	Communicating Value via Integrated Marketing Programs	114
7	Producing Value via Innovation	145
8	Delivering Value via Sustainable Supply Cycle Strategies	162
9	Delivering Value in Retailing	178
10	Proclaiming Value via Sustainable Pricing Strategies	196
PART IV	Macroeconomic Energy Consumption	213
11	The Role of Household Consumption	215
12	Energy Consumption in the Services Sector	239
13	Energy Consumption in the Transportation Sector	257
14	The Role of Industrial Consumption	279
PART V	Green Marketing And Sustainability Reporting	299
15	Reporting Value to Stakeholders	301
	<i>Glossary</i>	317
	<i>Index</i>	328



Contents

Preface xiii

PART I	Introduction	1
1	An Overview of Green Marketing	3
	A. Introduction to Green Marketing	3
	B. Why Study Green Marketing?	8
	C. Groups That Need to Understand Green Marketing	14
2	An Overview of Strategic Green Planning	19
	A. Green Marketing Planning	19
	B. Incorporating a Green Perspective into the Mission Statement	22
	C. Integrating a Green Mission into Objectives, Strategy, and Marketing Tactics	24
	D. The Interaction Between Strategy and the Environment	25
	E. Delivering Value to All Stakeholders	26
	F. How This Text is Organized to Help You Understand Green Marketing	28
PART II	The Consumption–Environment Interface	33
3	The Environment and Consumption	35
	A. Understand the Interaction Between Environment and Consumption	35
	B. Human Activity and Climate Change	37
	C. Understand Sources of Energy and Their Use Across International Regions	43
	D. Human Activity and the Atmosphere	45
	E. Human Activity and Water	48
	F. Human Activity and Land	52
	G. Human Activity and Biodiversity	54
4	The Environmental Effects on Consumption	60
	A. Identify Environmental Action Designed to Reduce Climate Change	60
	B. Understand Efforts to Influence the Supply and Demand for Energy	64

- C. Environmental Action Designed to Reduce Human Influences on the Atmosphere 75
- D. Environmental Action Designed to Reduce Human Influences on Water 77
- E. Environmental Action Designed to Reduce Human Influences on Land 80
- F. Environmental Action Designed to Reduce Human Influences on Biodiversity 82
- G. The Role of Energy Conservation Efforts to Limit Climate Change and Pollution 83

PART III Providing Value via Sustainable Marketing Strategies 91

- 5 Discovering Value via Market Analysis 93**
 - A. Introduction 93
 - B. Market Segmentation 96
 - C. Target Marketing 102
 - D. Market Positioning 106
- 6 Communicating Value via Integrated Marketing Programs 114**
 - A. Introduction 114
 - B. Integrated Marketing Communication 116
 - C. Message Strategy 118
 - D. Green Branding 132
 - E. Certification Labeling 135
 - F. Demarketing 139
- 7 Producing Value via Innovation 145**
 - A. Introduction 145
 - B. Product Innovation Framework 146
 - C. Product Innovation: Idea Generation 147
 - D. Product Innovation: Preliminary Assessment 150
 - E. Product Innovation: Business Case Preparation 151
 - F. Product Innovation: Product Development 152
 - G. Product Innovation: Test Market and Validation 152
 - H. Product Innovation: Full Production and Follow-up 153
 - I. Process Innovation 154
- 8 Delivering Value via Sustainable Supply Cycle Strategies 162**
 - A. Introduction 162

	B. Diagnosing the Elements of Sustainable Supply Cycles	164
	C. Benefits of Sustainable Supply Cycles	166
	D. Sustainable Logistics	168
	E. ISO 14000	173
9	Delivering Value in Retailing	178
	A. Introduction	178
	B. The Central Role of Retailing in Supply Cycles	180
	C. Marketing Sustainable Product Lines	183
	D. Marketing Sustainable Consumption	187
10	Proclaiming Value via Sustainable Pricing Strategies	196
	A. Introduction	196
	B. Internal Pricing Constraints	198
	C. Customer Demand	198
	D. Legal Constraints	202
	E. Competitive Action	203
	F. Corporate Mission and Pricing Objectives	205
	G. Pricing Strategies	206
PART IV	Macroeconomic Energy Consumption	213
11	The Role of Household Consumption	215
	A. Identify Influences of Households on Energy Consumption	215
	B. Understand the Consumer Decision-making Process	222
	C. Identify Sustainable Marketing Action Designed to Influence Prepurchase Decisions	224
	D. Identify Sustainable Marketing Action Designed to Influence Purchases	228
	E. Identify Sustainable Marketing Action Designed to Influence Consumption	229
	F. Identify Sustainable Marketing Action Designed to Influence Postpurchase Decisions	232
12	Energy Consumption in the Services Sector	239
	A. Introduction: Service Sector Contributors to Carbon Emissions	239
	B. Nonfood Retailing	243
	C. Food Retailing	245
	D. Offices and Administrative Buildings	246

- E. Educational Institutions 248
- F. Health Care 249
- G. Hotels and Lodging 252
- 13 Energy Consumption in the Transportation Sector 257**
 - A. Introduction: Transportation Sector Contributors to Carbon Emissions 257
 - B. Personal Modes of Transportation 260
 - C. Mass Transit 268
 - D. Freight Transportation 274

- 14 The Role of Industrial Consumption 279**
 - A. Primary Industrial Contributors to Carbon Emissions 279
 - B. Carbon Emissions Associated with Steel Production 281
 - C. Carbon Emissions in the Nonmetallic Minerals Industry 286
 - D. Carbon Emissions Endemic to Chemical Production 288
 - E. Carbon Emissions Associated with the Paper and Pulp Industries 290
 - F. Industrial Standards that Seek to Limit Carbon Emissions 292

PART V Green Marketing and Sustainability Reporting 299

- 15 Reporting Value to Stakeholders 301**
 - A. Introduction 301
 - B. Purposes of Sustainability Reporting 302
 - C. Benefits of Sustainability Reporting 304
 - D. Overview of Sustainability Reporting 306
 - E. Reporting Economic Value 308
 - F. Reporting Environmental Value 309
 - G. Reporting Social Value 311

Glossary 317

Index 328