



# Preface

Welcome to the first edition of *Green Marketing Management*. I hope that this essay is the first of many editions of a text offering a new perspective on the relationship between the environment and commerce.

My interest in writing this book emerged during my 2005 sabbatical in Oslo. When I attended a meeting of Norwegian Fulbright fellows in Trondheim, I heard some compelling arguments about the utility of wind power and other alternative energy sources. This experience prompted me to begin investigating influences of commerce on greenhouse gas emissions, natural resource conservation, and biodiversity. I began searching for a comprehensive approach to marketing and sustainability that addressed these issues. Although I read intriguing work in strategy and economics, these studies did not capture the sets of sustainability issues most germane to marketing management. As my interest grew, I began to develop ideas related to a number of divergent aspects of marketing management and their interactions with the environment.

Over time, I began to recognize that markets operate within ecosystems. Although this observation seems obvious, it has historically not been incorporated into many managerial decisions. For many years, marketers—those involved in buying, selling, and consuming—have been able to take the environment as a given. Increasingly, however, the scarcity of resources demands consideration of the environmental antecedents and consequences of marketing action. Thus, the marketer must consider how consumption influences greenhouse gas production; energy consumption; water, land, and air quality; and biodiversity.

## Philosophy

My goal in developing this text has been to develop a theoretically based and managerially relevant perspective on green marketing management. Given the strong need to couch consumption within the ecosystem, the text investigates a number of theoretical approaches not typically incorporated into marketing textbooks. The treatment of the commerce–environment interface, for example, relies heavily on environmental perspectives accumulated by the United Nations. The UN serves as a central clearinghouse of research in this vein, and it provides an opportunity to bring together logic developed within the natural sciences, social sciences, and industrial practice. I hope that this perspective is interesting and enlightening to the reader.

In order to make this book meaningful to current and future marketing managers, I have simultaneously striven to incorporate state-of-the-art examples of business practice. In each chapter, I have sought scenarios and examples of environmental issues that managers face today. Each chapter begins with a short vignette designed to illustrate current efforts to interact successfully with the environment. Nothing works quite as well as a good theory, and the application of theory

provides great insight to managers. The examples are designed to illuminate theory and pique the reader's interest in the topic.

## Structure of the text

In developing this book, I tried to organize these ideas in a manner that was consistent with other marketing management books. The book has five sections. In the first section, I define the subject matter of green marketing, and I illustrate how green marketing can be incorporated into strategic planning. The second section of the book addresses the interplay between the environment and consumption. Chapter 3 examines effects of consumption on the environment, whereas Chapter 4 examines efforts to constrain influences of consumption on the environment.

Section III examines the firm's efforts to offer superior value to consumers via sustainably oriented marketing practices. Chapter 5 addresses the discovery of value via target marketing and segmentation, and Chapter 6 addresses communicating value via promotional strategies. Chapter 7 examines new product strategies that provide value to consumers. In Chapters 8 and 9, I examine the delivery of value in supply chains and retailing. Chapter 10 discusses the declaration of value associated with sustainable pricing strategies. These chapters can be used in a stand-alone green marketing course, and they can augment other marketing management classes examining the marketing mix.

Section IV of this book is a departure from most marketing texts. Since four sectors of the economy are associated with more than 95% of greenhouse gas emissions, it is germane to consider issues endemic to each of these macroeconomic sectors. Thus, the chapters provide background on consumption in the household, services, transportation, and industrial sectors of the economy. The presentation of these chapters after the discussion of discrete sustainably oriented marketing practices facilitates student understanding of the interrelationship among elements of the marketing mix.

The final section of the book addresses the firm's efforts to report on sustainability. I present the essential tenets of sustainability reporting and reference reporting initiatives used across sectors of the global economy. This chapter underscores the relationship between marketing action and accounting. In addition, an understanding of these reporting procedures provides insight to financial markets.

I have incorporated a number of elements to enhance pedagogy. In addition to the vignettes presented at the beginning of each chapter, I provide numerous examples designed to illustrate the relevance of the subject to business practice. Key terms are provided at the end of each chapter, and these terms are highlighted in the accompanying text. Each chapter also offers a brief synopsis designed to complement the outline of the chapter. In addition, I have provided 10 questions at the end of each chapter. These questions can be used to stimulate understanding of the course subject matter within and beyond the classroom.

## Acknowledgements

I would like to thank several people that had an influence on the development of this book. First, I would like to thank people in my home life that helped me to gain a broader understanding of the role sustainability. I thank Susan, my wife, Meredith, my daughter, and Patrick, my son, for helping me realize how we can incorporate sustainability into our daily lives.

I greatly appreciate the encouragement of my colleagues at the University of Kentucky. I am most grateful to Douglas J. Von Allmen for the generous endowment that enabled me to establish the Von Allmen Center for Green Marketing. Within Gatton College of Business and Economics, I am particularly indebted to Jim Donnelly and Steve Skinner for their guidance and advice throughout the development of this project. I also appreciate Glen Blomquist's advice concerning the role of environmental economics as it relates to green marketing. Beyond the business school, I recognize the advice of UK Faculty of the Environment. I particularly wish to thank Ernest Yanarella, Richard Levine, and Paul Bertsch for sharing their perspectives on sustainability and sustainable business practices.

I would also like to thank my colleagues at BI-The Norwegian School of Management for their advice throughout the development of this work. Arne Nygaard, my co-author for more than 20 years, has offered tremendous insight into sustainability issues in retailing.

The editorial, production, and marketing staff at Cengage deserve tremendous praise for all the work they did to make this book a possibility. I would particularly like to thank Mike Roche, my editor at Cengage, for his guidance. In addition, I recognize and greatly appreciate Daniel Noguera's efforts to manage the development process for this book.

Finally, I wish to thank the readers of this book. When I began writing this book, a friend suggested that it was meaningless to put these ideas to paper because they would be obsolete by the time the ink dried! *Green Marketing Management* strives to be a comprehensive approach to sustainability in marketing. I recognize, however, that we are in a nascent stage with respect to knowledge in this field. A book on this subject should strive to identify where we are and how we are progressing toward more sustainably oriented practices. As we develop this field, we will become aware of issues that complement the topics addressed in this first edition. I welcome the reader to help me make this book more insightful via the inclusion of additional theoretical and managerial perspectives. Please send this information to:

Robert Dahlstrom  
425L B&E Building  
Gatton College of Business and Economics  
University of Kentucky  
Lexington, KY 40506-0034 U.S.A.  
Bob.Dahlstrom@uky.edu

## About the Author

Robert Dahlstrom is the Bloomfield Professor of Marketing in the Gatton College of Business and Economics at the University of Kentucky. He is also the founding Director of the Von Allmen Center for Green Marketing in Gatton College of Business and Economics at the University of Kentucky. The Center seeks to develop green marketing curriculum, conduct environmentally oriented marketing research, and foster sustainability efforts in the community.

Prior to earning a PhD in marketing at the University of Cincinnati, Dr. Dahlstrom worked in sales, marketing, and system analysis in the computer industry. This experience and his interest in behavioral dimensions of interfirm relationships provide the background for a stream of research that examines interrelationships

between distribution channels and the environment. He has published articles in the *Journal of Marketing Research*, the *Journal of Marketing*, the *Journal of Retailing*, the *Journal of the Academy of Marketing Science*, and elsewhere.

Over the course of his career, Dr. Dahlstrom has worked extensively with colleagues in Norway. He has earned a Norwegian Marshall Fund Fellowship and two Fulbright-Hays research fellowships for his Nordic research. He has also worked for BI-The Norwegian School of Management, where he has been active in research conducted with master's and graduate students. Collaboration with scholars in Scandinavia fueled a continuing interest in the relationship between the firm and the environment.

A passion for the classroom complements his interest in research. In a career that spans more than 20 years of instruction, he has taught business-to-business marketing, sales management, personal selling, international marketing, marketing management, marketing strategy, and green marketing management. In addition to his work in Lexington, Kentucky, he has also taught in Austria, Norway, and Greece. Recognition of the need for programs of instruction in sustainability prompted him to develop courses in green marketing management at the undergraduate and master's levels.