



# Green Marketing Theory, Practice, and Strategies

By

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## ABSTRACT

*Green Marketing Theory, Practice, and Strategies is an insightful book that provides a thorough introduction to the emerging field of Green Marketing Management, including an overview of evolution of marketing, an exploration of key green strategies and various real world examples and applications.*

## KEYWORD

**Environment**

**Strategic Planning**

**Green Marketing**

**Value**

**Sustainability**

**Marketing Mix**

The text is highly relevant and useful to business professionals and informed consumers. It can be of great help to students pursuing marketing management course.

The book features a highly modular structure comprising a total of 5 sections which are further divided into brief, engaging chapters designed to sustain readers' interest and facilitate effective learning.

#### **Part 1: INTRODUCTION**

In Section I, the author defines the subject matter of Green Marketing and illustrates how it can be incorporated into strategic Planning.

#### **Part 2: THE CONSUMPTION-ENVIRONMENT INTERFACE**

Section II throws light on interplay between environment and consumption addressing the effects of consumption on environment. It devotes considerable attention to the conditions for potential consumers to act in an ecologically responsible manner.

#### **Part 3: PROVIDING VALUE VIA SUSTAINABLE MARKETING STRATEGIES**

Section III examines firms' efforts to offer superior value to consumers via sustainably oriented marketing practices. The text provides a detailed look at many green strategies from environmentally friendly supply chains to the environmental implications of product creation.

#### **Part 4: MACROECONOMIC ENERGY CONSUMPTION**

In section IV, the chapters provide a background on consumption in Household, services, transportation and individual sectors of the economy. This will facilitate reader's understanding of inter-relationship among elements of Marketing Mix.

#### **Part 5: GREEN MARKETING AND SUSTAINABILITY REPORTING**

The final section of the book augers an insight to financial markets by explaining the relationship between marketing action and Accounting. It presents the essential tenets of sustainability reporting and reference reporting initiatives used across sectors of global economy.

The book provides vibrant visual features throughout that vividly illustrate and expand on key concepts and applications to engage readers and promote better comprehension and retention of the text.

