



## Environmental Friendly Marketing

By Raymond Cook

GRIN Verlag. Paperback. Book Condition: New. Paperback. 12 pages. Dimensions: 10.0in. x 7.0in. x 0.0in. Seminar paper from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: B, University of Newcastle, language: English, abstract: The issue of environmental degradation has been a major concern in the world. United Nations Environment Programme (UNEP) has been keen on the raising public concern and awareness of environmental problems and also suggesting ways of protecting it. Many countries have also been campaigning for environmental protection. Media reporting on environmental issues has also increased greatly. Being green in marketing is a concept which advocates for marketing strategies that will help in the prevention of environmental pollution through the production, promotion, distribution and consumption of products that do not cause harm to the environment. Consumer, marketers and producers are advised to look for strategies that will help prevent environmental pollution in their daily activities. Green marketing emerged as a result of rising concern over environmental degradation, which increased worldwide interest in alternative production and marketing systems that help in the reduction of environmental pollution. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN....



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