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True green marketing must go beyond the ad models where everything is another excuse to make a brand look good; we need a green marketing that does good. The Green Marketing Manifesto provides a roadmap on how to organize green marketing effectively and sustainably.

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In line with this awareness, there is much discussion about the "green marketing opportunity" as a means of jumping on this bandwagon. The Green Marketing Manifesto provides a roadmap on how to organize green marketing effectively and sustainably, whilst avoiding the bandwagon.

The Green Marketing Manifesto | Marketing Management

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Recommends it for: people in marketing, people interested in green business A melding of green/CSR marketing (the good, the bad and the ugly), web 2.0 and environmentalism - all with a practical, realist and hopeful business bent.

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Green marketing and making money are compatible objectives. Signing up sustainable business means making decisions not only based upon financial factors, but also based upon the social and environmental impact.

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