



Green Marketing and Management: A Global Perspective (GMP)

John F. Wasik

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Uniting environmental management and marketing concerns, this is a guide to the complex issues involved in making and selling a product in an environmentally responsible way. Providing case studies and numerous examples, it shows managers how to marry profits with planetary concerns. Focusing on the global marketplace, it is clear that environmental matters must be examined before any product reaches consumers. This text provides a hands-on guide to navigating new international standards, ecolabelling programmes, government oversight and the increasing demands of the "ecoconsumer". An extensive resource section provides useful references and contacts for implementing a profitable environmental marketing management programme. The book blends the experience of leading multinational companies that both enhance image and the bottom line while paying attention to environmental issues.

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