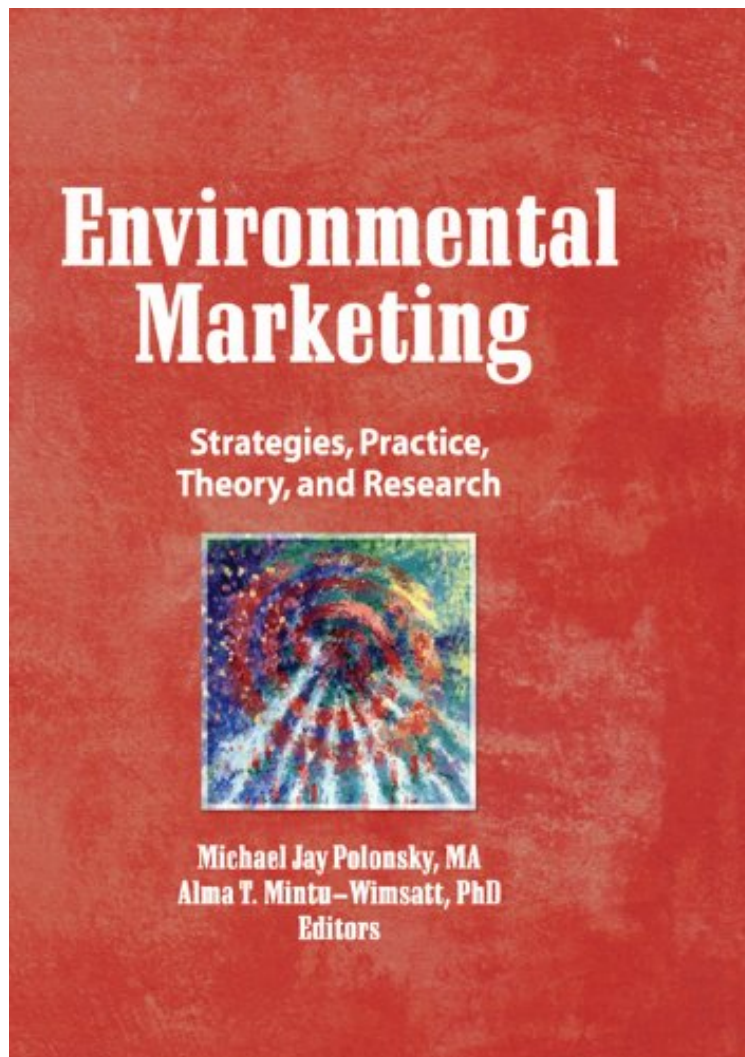


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## Environmental Marketing: Strategies, Practice, Theory, and Research (Haworth Marketing Resources)

*William Winston, Alma T Mintu-Wimsatt*

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**William Winston, Alma T Mintu-Wimsatt : Environmental Marketing: Strategies, Practice, Theory, and Research (Haworth Marketing Resources)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Environmental Marketing: Strategies, Practice, Theory, and Research (Haworth Marketing Resources):

1 of 3 people found the following review helpful. Environmental Marketing-Strategies, Theory, Research and praBy Elvira PachecoAunque no ofrece una perspectiva global de lo que significa el marketing ecoloaacute;gico, este libro recoge algunos de los artiacute;culos acadeaacute;micos maacute;s relevantes en materia ambiental. Muy recomendable

para aquellos lectores que buscan una visión de la materia objetiva, científica y avalada con investigaciones serias. Para el lector que busque un libro práctico, con casos empresariales, probablemente esta no sea la lectura más adecuada.

*Environmental Marketing: Strategies, Practice, Theory, and Research* is a timely resource for the 1990s. It examines a broad range of issues that affect environmental behavior while providing materials and guidance to marketing decisionmakers. It will guide your organization toward a decidedly "green" marketing movement, toward marketing concepts and tools that not only serve your organization's objectives but preserve and protect the environment as well. *Environmental Marketing* clearly defines the potential roles of organizations, consumers, and governments and examines how these groups impact environmental factors through the marketing process. The book helps you understand alternative perspectives to green marketing issues and, in turn, enables you to make clearer, more conscious decisions toward improving your environmental marketing performance. This resourceful text begins by defining the concept of environmental or "green" marketing and how the idea of a healthy planet and successful marketing strategies can co-exist. It discusses the consumer's behavior toward environmental products and how marketers can effectively educate them, the guidelines involved in doing so, and the consequences of failing to do so. The marketer's position on environmental changes in industry is examined along with alternatives for striking a balance between marketing objectives and environmental concerns. Finally, the book discusses the global response to environmental marketing and where multi-national organizations belong within this balance. *Environmental Marketing* is a book for all managers involved in decisions impacting the environment. It is also of great interest to public policymakers and academics who wish for quick insight into environmental marketing issues.