



# Greener Products

The Making and  
Marketing of  
Sustainable Brands

Third Edition

Al Iannuzzi



CRC Press  
Taylor & Francis Group

# Greener Products The Making And Marketing Of Sustainable Brands

**Ruchika Singh Malyan,Punita Duhan**



## **Greener Products The Making And Marketing Of Sustainable Brands:**

**Greener Products** Al Iannuzzi, 2024-08 Sustainability and its competitive advantage is the goal of every company and any brand that wants to stay successful in the marketplace. Customers also gravitate to brands that manage sustainability issues well. **Greener Products The Making Marketing of Sustainable Brands** written by a renowned sustainability expert continues to address the latest developments in the extremely fast moving field of sustainability. Thoroughly updated, this third edition introduces new case studies, includes a new chapter on natural capital cost accounting, and explores the best practices of leading global companies and helps readers learn what it is that makes them successful. Greener Products Al Iannuzzi, 2017-08-03 Written by a renowned sustainability expert, **Greener Products The Making and Marketing of Sustainable Brands** Second Edition makes the case for why the people and the planet need products to be made in a different, more sustainable way. The growth of the global middle class, with an additional 3 billion people expected to enter the consumer market by 2030, is putting an unprecedented demand on resources and straining the global supply of raw materials, fossil fuels, food, and water. This book provides insights on how to raise the bar on product development and investigates the best practices for making and marketing sustainable brands. Over 40 case studies are analyzed in this book and summarized for the reader to easily see what it is that makes leading companies successful. Analysis on marketing campaigns and greener product development range from leading companies like Apple, Nike, Samsung, Electronics, BASF, GE, Johnson & Johnson, Unilever, and Method. New updated content in this second edition includes New developments like the United Nations Sustainable Development Goals with concepts of biomimicry, circular economy, emerging issues, management, and eco innovation. Novel tools and examples for bringing sustainable products to market. New chapter dedicated to natural capital. Analysis of current green marketing methods and market trends. Best practices for making and marketing sustainable brands. For more information, visit the author's book website at [www.greenerproducts.biz](http://www.greenerproducts.biz). *Marketing in 2021* Sruthi S, Bhawana Raghav, V. MURUGAN, Social and Sustainability Marketing Jishnu Bhattacharyya, Manoj Kumar Dash, Chandana Hewege, M.S. Balaji, Weng Marc Lim, 2021-09-26 an important intervention in the conversation around social and ecological sustainability that draws on both micromarketing and macromarketing scholarship to help the reader understand the challenges with illustrations from insightful cases both from emerging and developed economies. This compilation should be essential reading for the discerning student of sustainable consumption and production. Professor Pierre McDonagh, Associate Editor, Journal of Macromarketing, USA, Professor of Critical Marketing, however, the level of existing literature and availability of teaching cases reflect a dearth of real case studies, especially those focused on marketing for social good. This book of actual case studies will address that need. In addition, this book is important and timely in providing a case book for instructors, those in both industry and academia to help them in teaching and training the next generation of leaders through corporate training and universities. Currently, marketing for social good is increasingly becoming a part of most curriculums under the umbrella

of different titles such as social marketing green marketing and sustainability marketing The relevance of these studies is increasing across the globe This book is composed of long and short real cases with varying complexity in different sectors This case book will also cover some review articles for an overview of the recent developments in the study area With these case studies collections of questions teaching materials and real life marketing scenarios this book offers a unique source of knowledge to marketing professionals students and educators across the world The main objective of this case book is to understand the applicability of marketing science marketing for social good context such as social marketing and sustainability marketing in internet marketing related to e buying behavior and e WOM In addition it illustrates the various types of existing marketing practices that are relevant from both theoretical and practical points of view in this electronic era as well as discussing other non electronic marketing practices and focusing on consumer buying behavior As a result marketing managers can treat their customers according to their desired value This book particularly explores the possibilities and advantages created by social marketing and sustainability marketing through the presentation of thorough review articles and case studies This case book helps corporate training centers and universities with compact teaching reference materials in their relevant courses Green Business: Concepts, Methodologies, Tools, and Applications

Management Association, Information Resources,2019-02-01 The issues of sustainability and corporate social responsibility have become vital discussions in many industries within the public and private sectors In the business realm incorporating practices that serve the overall community and ecological wellbeing can also allow businesses to flourish economically and socially Green Business Concepts Methodologies Tools and Applications is a vital reference source for the latest research findings on the challenges and benefits of implementing sustainability into the core functions of contemporary enterprises focusing on how green approaches improve operations Highlighting a range of topics such as corporate sustainability green enterprises and circular economy this multi volume book is ideally designed for business executives business and marketing professionals business managers academicians and researchers actively involved in the business industry **International**

**Encyclopedia of Business Management** ,2025-09-01 The Encyclopedia of Business Management Four Volume Set is a comprehensive resource that covers over 200 topics across various areas of business management Each entry is written in an accessible manner making complex concepts easy to understand The encyclopedia addresses interdisciplinary subjects such as cultural entrepreneurship tourism innovation and marketing promotions By emphasizing definitions and practical applications the entries help readers grasp the relevance of each topic Expert editors lead each section ensuring that the contributions are authoritative and well rounded The encyclopedia is divided into seven broad themes including business entrepreneurship human resource management innovation management international business organizational behavior project management supply chain management and sport and tourism management Each section s articles begin with a technical analysis of key definitional issues followed by an exploration of the topic s broader context This structured

approach provides a holistic examination of the subjects allowing readers to gain a comprehensive understanding of vital business management concepts Provides a comprehensive overview of the main business management topics Focuses specifically on business management from a range of perspectives Includes new and emerging business management topics Presents an interdisciplinary focus in terms of business management practices Features templates across all chapters for ease of navigation and use

### **Managing Sustainability in the Hospitality and Tourism Industry** Vinnie

Jauhari,2014-04-15 This new book focuses on the important concern of sustainability in tourism and hospitality industry As the world s natural resource base is limited the world is looking for solutions in the domains of energy water alternate building materials resource redeployment and sustainable livelihoods as well The tourism and hospitality industry is a large deployer of natural and created resources Some of the themes the book addresses include designing sustainable restaurants sustainable accommodation practices designing green hotels energy conservation in hotels a Green Approach technology and sustainability marketing sustainability to consumers sustainable culinary practices sustainable employee practices sustainable equipment design for the hospitality industry sustainable tourism practices sustainable transport practices sustainable tourism destinations cities The book takes sustainability beyond the realms of external factors that matter to an organization The authors look at various constituents of the hospitality sector and analyze each of those from a sustainability standpoint The book includes case studies that are global in nature and that show how sustainable applications can be used and how concerns can be addressed Environmental challenges are also discussed This book is futuristic with lot of practical insights for the students faculty and practitioners Since the contributors are from across the globe it is fascinating to see the global benchmarks

*Emerging Contaminants* Kathleen Sellers,Denice K. Nelson,Nadine Weinberg,2019-11-15 *Emerging Contaminants Anticipating Developments* examines the factors that have led new environmental contaminants to emerge in the past and combines the lessons learned to anticipate potential new developments The analyses described in this book originate in multiple disciplines the science of toxicology environmental law and regulation the field of product stewardship and the social science which explains why ideas take hold Over a dozen case studies of contaminants that emerged as environmental issues over the last hundred years illustrate crucial points The results of the analyses in this book support a step by step method to assess the potential for a contaminant to emerge and a framework to apply those conclusions to managing site liabilities Features Describes an unprecedented understanding of why contaminants emerge as issues based on a multidisciplinary analysis Makes abstract concepts tangible basing analyses on data and illustrating key points with case studies Enables readers to anticipate and prepare to manage future challenges associated with emerging chemicals Presents an analytical framework for companies to assess and manage business risks Written for regulators policymakers industry professionals with responsibility for contaminated site management as well as attorneys and consultants this book provides a framework for anticipating the emergence of new contaminants so that the risks whether to human health and the

environment or to a business can be anticipated and appropriately managed

**Driving Green Consumerism Through Strategic Sustainability Marketing** Quoquab, Farzana, Thurasamy, Ramayah, Mohammad, Jihad, 2017-11-30 The use of environmentally safe products is an emerging and popular trend throughout various industries Product manufacturing and sales has changed in order to incorporate green initiatives that will appeal to this fast growing market Driving Green Consumerism Through Strategic Sustainability Marketing is an essential reference source for the latest scholarly research on the latest trends of consumerism and its effect and implications on the environment Featuring coverage on topics and perspectives such as nutricosmetic products green marketing and animal products this publication is ideal for those interested in aspects of green consumerism

[The Limits of the Green Economy](#) Anneleen Kenis, Matthias Lievens, 2015-03-24 Projecting win win situations new economic opportunities green growth and innovative partnerships the green economy discourse has quickly gained centre stage in international environmental governance and policymaking Its underlying message is attractive and optimistic if the market can become the tool for tackling climate change and other major ecological crises the fight against these crises can also be the royal road to solving the problems of the market But how green is the green economy And how social or democratic can it be This book examines how the emergence of this new discourse has fundamentally modified the terms of the environmental debate Interpreting the rise of green economy discourse as an attempt to re invent capitalism it unravels the different dimensions of the green economy and its limits from pricing carbon to emissions trading from sustainable consumption to technological innovation The book uses the innovative concept of post politics to provide a critical perspective on the way green economy discourse represents nature and society and their interaction and forecloses the imagination of alternative socio ecological possibilities As a way of repoliticising the debate the book advocates the construction of new political faultlines based on the demands for climate justice and democratic commons This book will be of interest to students and scholars of environmental politics political ecology human geography human ecology political theory philosophy and political economy Includes a foreword written by Erik Swyngedouw Professor of Geography Manchester University

[Sustainability Principles and Practice](#) Margaret Robertson, 2017-03-16 This new and expanded edition builds upon the first edition s accessible and comprehensive overview of the interdisciplinary field of sustainability The focus is on furnishing solutions and equipping the student with both conceptual understanding and technical skills for the workplace Each chapter explores one aspect of the field first introducing concepts and presenting issues then supplying tools for working toward solutions Techniques for management and measurement as well as case studies from around the world are provided The second edition includes a complete update of the text with increased coverage of major topics including the Anthropocene complexity resilience environmental ethics governance the IPCC s latest findings on climate change Sustainable Development Goals and new thinking on native species and novel ecosystems Chapters include further reading and discussion questions The book is supported by a companion website with links detailed

reading lists glossary and additional case studies together with projects research problems and group activities all of which focus on real world problem solving of sustainability issues The textbook is designed to be used by undergraduate college and university students in sustainability degree programs and other programs in which sustainability is taught Business and Environmental Sustainability Sigrun M. Wagner, 2020-07-19 Environmental sustainability is increasingly important to organisations whether for regulatory financial or ethical reasons Business and Environmental Sustainability looks at the environmental aspect of sustainability for all organisations pursuing competitive advantage The book provides theoretical foundations from science economics policy and strategy introduces three environmental challenges climate change pollution and waste and looks at how corporate functions can address these This textbook provides a thorough foundation by introducing readers to the science reasoning and theory behind environmental sustainability and then delves into how these ideas translate into principles and business models for organisations to use Next it covers environmental challenges from climate change pollution and waste and then goes on to examine the different corporate functions from supply chain management to human resources to illustrate how environmental sustainability is managed and put into practice in organisations Finally a set of integrative case studies draws everything together and enables the reader to apply various analytical tools with the aim of understanding how companies can not only reduce their environmental footprint but can positively contribute to environmental sustainability Written by an award winning lecturer Business and Environmental Sustainability boasts a wealth of pedagogical features including examples from a range of industries and countries plus a companion website with slides quiz questions and instructor material This will be a valuable text for students of business management and environmental sustainability and will also be suitable for broader courses on corporate responsibility and sustainability across environmental studies political science and engineering

**The Challenges of Public Procurement Reforms** Annalisa Castelli, Gustavo Piga, Stéphane Saussier, Tünde Tátrai, 2020-08-31 Public procurement affects a substantial share of world trade flows amounting to 1000 billion euros per year In the EU the public purchase of works goods and services has been estimated to account on average for 16 percent of GDP The novelty of this book is that it focuses on the new European Union Directives approved in 2014 by the EU Parliament The book consists of original contributions related to four specific themes of interest to the procurers day to day role in modern public purchasing organizations both economists and lawyers allowing for relevant exchanges of views and real time interaction The four sections which characterize the book are Life cycle Costing in Public Procurement Calculating Costs and Savings of Public Procurement Corruption and Probity in Public Procurement and Public Procurement and International Trade Agreements CETA TTIP and beyond These themes have been chosen for their current relevance in relation to the new European Public Procurement Directives and beyond The original format features as is the case with the first three volumes an introductory exchange between leading academics and practitioners from differing disciplines It offers a series of sequential interactions between economists lawyers and technical

experts who supplement one another so as to enrich the liveliness of the debate and improve the mutual understanding between the various professions This essential guide will be of interest to policymakers academics students and researchers as well as practitioners working in the field of EU public procurement , **Integrating Artificial Intelligence, Security for Environmental and Business Sustainability** Allam Hamdan,2025-11-05 This book delves into the crucial role of AI in addressing environmental challenges and driving sustainable business operations while emphasizing the importance of incorporating robust security measures in these endeavors Integrating Artificial Intelligence Security for Environmental and Business Sustainability is a comprehensive guide that explores the intersection of artificial intelligence AI security and sustainable practices Our proposed book provides a solid foundation in AI principles and technologies relevant to environmental and business sustainability It covers machine learning algorithms deep learning techniques and their applications in optimizing resources managing risks and enhancing decision making processes **Green Consumerism: Perspectives, Sustainability, and Behavior** Ruchika Singh Malyan,Punita Duhan,2018-10-26 This new volume Green Consumerism The Behavior of New Age Consumer provides a holistic understanding the importance of promoting green products and discusses consumers buying intentions and decisions The chapters consider consumer behavior theory in the context of green or ecologically friendly products from both the academic and business perspectives The chapters present the latest empirical and analytical research in the field of green marketing and provide an abundance of information about profitable and sustainable ways and strategies to deal with environmental problems The volume considers how consumers are taking responsibility and becoming more aware driving change in the marketplace In response companies are integrating appropriate green strategies into their operational activities product development processes and marketing activities to achieve a competitive advantage in saturated markets This helps companies gain market share and minimize their production costs Topics discussed in the volume include green pricing green consumer behavior various dimensions of consumer purchase intention sustainable marketing innovation techniques used to go green eco awareness and other ongoing developments in this rapidly expanding area Key features Discusses research on the latest trends in the field of green marketing green practices green products eco literacy environment awareness protection management etc Provides insight about current consumer behavior consumers eco literacy levels and their desires to go green Covers a multitude of topics including green pricing green consumer behavior sustainable marketing innovation techniques used to go green eco awareness and more *Consumer Behaviour:Shaping Choices In The Digital And Global Era* , Consumer Behaviour Shaping Choices in the Digital and Global Era provides a comprehensive exploration of how digital innovation cultural diversity and global connectivity are reshaping the way consumers think feel and act Blending psychology marketing and data science the book dives into the cognitive and emotional drivers behind purchasing decisions in today s hyper connected world With practical examples case studies and marketing strategies it equips readers students and professionals alike to understand

and influence consumer choices in dynamic tech driven markets

**Understanding Modern Consumers** Explores how consumer choices are influenced by psychological emotional social and cultural factors

**Global and Cross Cultural Perspective** Analyzes how globalization has diversified consumer preferences creating both opportunities and challenges for marketers

**Digital Age Influence** Examines the impact of digital platforms social media e commerce and mobile technology on consumer behavior and decision making

**Data Driven Marketing** Highlights the use of big data artificial intelligence and analytics to track understand and predict consumer patterns

**Changing Buying Patterns** Discusses how online reviews influencer marketing and personalization are reshaping the customer journey

*Transforming Business Practices With AI-Powered Green Marketing* Naim, Arshi, 2025-09-12 As businesses face growing pressure to align with environmental sustainability the integration of artificial intelligence AI into green marketing offers transformative potential AI enables companies to analyze consumer behavior optimize resource use and deliver personalized eco conscious messaging enhancing both efficiency and environmental responsibility This convergence empowers organizations to meet sustainability goals without compromising profitability It also fosters more informed value driven consumer choices reinforcing a culture of environmental accountability In the broader societal context these practices contribute to a more sustainable global economy and support the transition toward greener industries

**Transforming Business Practices With AI Powered Green Marketing** explores how AI technologies have revolutionized green marketing and sustainable business strategies This book provides an in depth analysis of AI applications in eco conscious branding consumer behavior and regulatory frameworks Covering topics such as marketing AI and sustainability this book is an excellent resource for business professionals policymakers and sustainability leaders who seek to understand AI s role in advancing green marketing

**Adaptive Strategies for Green Economy and Sustainability Policies** Yıldırım, Seda, Demirtaş, Işıl, Malik, Firdous Ahmad, 2025-03-07 In the urgent quest to combat climate change countries worldwide are increasingly turning to green economy approaches to meet their environmental goals With the 2030 Sustainable Development Goals SDGs looming closer the race to implement adaptive strategies and sustainable policies has intensified As nations grapple with the challenges exacerbated by the post COVID 19 era identifying and adopting effective green practices has become more crucial than ever This period underscores the need for innovative alternative sustainable policies that can drive societies toward a greener future

**Adaptive Strategies for Green Economy and Sustainability Policies** offers valuable insights into the practical and theoretical aspects of green economy and sustainability policies serving as a crucial resource for academics researchers and professionals It explores a range of topics related to green practices and adaptive strategies equipping readers with knowledge on successful approaches and policies By presenting exemplary practices and detailed analyses the book provides a comprehensive guide to understanding and implementing green economic strategies essential for long term sustainable development

Integrating Agriculture, Green Marketing Strategies, and Artificial Intelligence Garwi, Jabulani, Dzingirai, Mufaro, Masengu, Reason, 2024-12-26 As

consumers prioritize sustainability agricultural producers are seeking new ways to meet this demand through green marketing which emphasizes the ecological benefits of their products AI technologies play a crucial role in this integration by optimizing farming operations from precision agriculture that minimizes resource use to data driven insights that inform marketing strategies By utilizing AI farmers can improve crop yields and reduce environmental impact while communicating their sustainability efforts to consumers This approach supports environmental sustainability and creates a more resilient agricultural sector that aligns with the values of modern consumers Integrating Agriculture Green Marketing Strategies and Artificial Intelligence explores the intersection of agriculture green marketing strategies and AI within the context of sustainability It examines the integration of these diverse domains providing transformative insights into addressing pressing environmental and social challenges This book covers topics such as precision agriculture sustainable development branding and marketing and is a useful resource for data scientists environmental scientists business owners marketers agriculturalists academicians and researchers

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