Effect Of Green Marketing On Consumer Purchase Behavior

The Sirtfood Diet
Green Computing Strategies for Competitive Advantage and Business Sustainability
Green Business

Green Marketing

For any organization to be successful, it must operate in such a manner that knowledge and information, human resources, and technology are continually taken into consideration and managed effectively. Business concepts are always present regardless of the field or industry – in education, government, healthcare, not-for-profit, engineering, hospitality/tourism, among others. Maintaining organizational awareness and a strategic frame of mind is critical to meeting goals, gaining competitive advantage, and ultimately ensuring sustainability. The Encyclopedia of Organizational Knowledge, Administration, and Technology is an inaugural five-volume publication that offers 193 completely new and previously unpublished articles authored by leading experts on the latest concepts, issues, challenges, innovations, and opportunities covering all aspects of modern organizations. Moreover, it is comprised of content that highlights major breakthroughs; discoveries, and authoritative research results as they pertain to all aspects of organizational growth and development including methodologies that can help companies thrive and analytical tools that assess an organization’s internal health and performance. Insights are offered in key topics such as organizational structure, strategic leadership, information technology management, and business analytics, among others. The knowledge compiled in this publication is designed for entrepreneurs, managers, executives, investors, economic analysts, computer engineers, software programmers, human resource departments, and other industry professionals seeking to understand the latest tools to emerge from this field and who are looking to incorporate them in their practice. Additionally, academicians, researchers, and students in fields that include but are not limited to business, management science, organizational development, entrepreneurship, sociology, corporate psychology, computer science, and information technology will benefit from the research compiled within this publication.

Advances in Business, Management and Entrepreneurship

Hailed as “definitive text on the subject” by the American Marketing Association, this groundbreaking book written by the pioneer in green marketing will tell you what you need to know to develop and market products to the growing legions of environmentally conscious consumers.

Beyond Good Company

In a future where most people have computer implants in their heads to control their environment, a boy meets an unusual girl who is in serious trouble.

Ethics, Social Responsibility and Sustainability in Marketing

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.

Green Business

Business development in the contemporary world takes place in an economically, politically, and socially complex environment. Today, it is necessary to recognize the tremendous cultural diversity of the world and it is essential to consider the specific cultural values in managerial strategy and business practice worldwide. Organizational Culture and Behavioral Shifts in the Green Economy provides emerging research on the relationships between organizations in the context of culture and diversity within a sustainable economy. This book provides important insights into topics such as circular economy, green advertising, and sustainable development. Additionally, it addresses the significance of concepts such as culture, organizational culture, individual culture, and the style of leadership, which have been the concern of many management professionals and scholars. This publication is a vital resource for business managers, professionals, practitioners, students, and researchers seeking current research on the impact of organizational culture and behavioral shifts on sustaining a green economy.
Encyclopedia of Organizational Knowledge, Administration, and Technology

This edited collection presents cutting edge research into the topic of green messages and subsequent consumer responses. The research studies draw on a rich tradition of communication, psychological and sociological theories that examine consumer responses in a nuanced way. At the same time, the studies present important implications for advertising practitioners and academics alike. Written by communications scholars from North America, Europe and Asia, the studies encompass a range of research techniques including experiments, surveys, content analyses and depth interviews. The book provides important insights into current practice as well as directions for future research. This book was originally published as a special issue of the Journal of Advertising.

Feed

One of the main challenges faced by all entrepreneurs is the need to grow. Growth is part of all organizations, it implies continuous growth of sales, purchases, number of employees, profit and thus the growth of the enterprise. Most innovations that are part of the organizations are derived from the internal organization. Industrial Revolution 4.0 provides both opportunities and challenges to all entrepreneurs to grow their business. The rapid development of technology and all digital aspects create opportunities of innovation in organizations. These proceedings provide details beyond what is possible to be included in an oral presentation and constitute a concise but timely medium for the dissemination of recent research results. It will be invaluable to professionals and academics in the field of business, entrepreneurship and economics to get an understanding of recent research developments.

Driving Green Consumerism Through Strategic Sustainability Marketing

An examination of the progress of environmental marketing on a global scale. It considers how sustainability issues are increasingly becoming critical factors in how corporations meet the ever-growing demands and expectations of customers. The purpose of the book is to provide practitioners with best-practice examples and actionable recommendations on how to implement green marketing activities. It provides information and ideas for those involved in marketing on how to incorporate green considerations into the marketing mix, as well as providing perspectives on marketing for environmental managers. To achieve a comprehensive viewpoint, the book is split into three sections. The first sets out the strategic issues and rationale for green marketing, the second addresses tactical issues in more detail, and the third provides detailed, international case studies. Topics addressed by the contributors include the growing debate about products versus services, environmental product development and eco-innovation, green marketing alliances, environmental communications, green consumers, eco-tourism and the problems associated with green marketing in developing countries.

Environmental Marketing

In the age of corporate responsibility, green technology and sustainability continue to grip the consciousness of businesses. However, the development of appropriate business-driven green computing applications requires an awareness of the best practices of the green agenda. Green Computing Strategies for Competitive Advantage and Business Sustainability provides emerging research on maintaining an eco-friendly environment regarding cloud computing and promoting reusability. While highlighting competitive advantages, power consumption, and project evaluation, readers will learn about various techniques for reducing energy consumption in cloud performance and information technology systems. This book is a vital resource for academics, researchers, students, professionals, and managers interested in novel trends in green computing applications and technology.

ICIE 2016 Proceedings of the 4th International Conference on Innovation and Entrepreneurship

The New Rules of Green Marketing

The murder of a world-famous physicist raises fears that the Illuminati are operating again after centuries of silence, and religion professor Robert Langdon is called in to assist with the case.

Green Marketing as a Positive Driver Toward Business Sustainability

Climate change is a major problem, generating both risks and opportunities that will have a direct impact on the economy and the financial sector. In recent years, climate change has threatened both the survival of the financial system and economic development. The growing occurrence of extreme climate events combined with the imprudent nature of economic growth can cause unsustainable levels of harm to the financial sectors. On the other hand, it presents a range of new business challenges. In contrast to the most evident physical risks, companies are vulnerable to transformational risks that arise from the reaction of society to climate change, such as technological change, regulation and markets that can boost the cost of doing business, threats to the profitability of existing goods, or effects on the value of the asset. Climate change also offers new business opportunities, and it has made research in the context of a sustainable financial sector indispensable. The Handbook of Research on Climate Change and the Sustainable Financial Sector focuses on the impacts of climate change on various sectors of the world economy. This book covers how businesses can improve their sustainability, the impact of climate change on the financial sector, and specifically, the impacts on financial services, supply chains, and the socio-economic status of the world. Beyond focusing on the impacts to the financial industry itself, this book assesses how climate change in the financial sector affects the well-being of society in areas such as unemployment, economic recessions, decreases in consumer purchases, and more. This book is essential for stockbrokers, business managers, directors, fund managers, financial analysts, consultants and actuaries, institutional investors, policymakers, practitioners, researchers, academicians, and students interested in a comprehensive view of the impact of climate change on the financial sector.

Organizational Culture and Behavioral Shifts in the Green Economy

Green marketing has risen in prominence over recent years as corporations face calls to lower their carbon footprint, engage in socially responsible practices, and promote sustainable ways of conducting business. In emerging economies, social, economic, and environmental problems resulting from rapid industrialisation require urgent attention. Promoting environmentally responsible practices through green marketing has been identified as a key solution. This book provides theoretical and practical insights into how businesses in emerging economies can integrate green objectives into their marketing activities to achieve sustainable outcomes and attain green-focused goals. It discusses green marketing from strategic and operational perspectives, which considers target consumers, products, processes, promotion and sustainability of resources and presents the institutional logic of embedding greenness across organisational marketing activities. Issues concomitant to green marketing such as consumer buying behaviour of green products, green integrated marketing communication, green product management, green initiatives in logistics social responsibility, greenwashing and the
need for transparency, and green marketing orientations and firm performance, are covered in the book. Ultimately, this collection contributes to and extends theoretical conversations on green marketing while also providing actionable recommendations for organisations and the larger society in emerging economies. ChiP MKonza is a Lecturer at the Tshwane University of Technology in Polokwane, South Africa. Ogechi Adeola is an Associate Professor of Marketing at the Lagos Business School, Pan-Atlantic University, Nigeria. Isaiah Adisa is a management researcher and consultant based in Nigeria. Robert E. Hannon is a Professor and Head of the Department of Marketing and Entrepreneurship at the University of Ghana Business School. Emmanuel Mogaji is a Senior Lecturer in Advertising and Marketing Communications at the University of Greenwich, United Kingdom.

Green Marketing and Environmental Responsibility in Modern Corporations

This new volume, Green Consumerism: The Behavior of New Age Consumer, provides a holistic understanding of 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 the 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

Green Advertising and the Reluctant Consumer

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 multinational 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.

Communicating Sustainability for the Green Economy

Green Business: Concepts, Methodologies, Tools, and Applications

In modern society, it has become increasingly important to consumers that their products be environmentally safe. Green marketing is the most efficient way for corporations to convey that their merchandise is environmentally ethical, which in turn increases profit. Green Marketing and Environmental Responsibility in Modern Corporations is a comprehensive resource for the latest material on the methods and techniques that contemporary industries are employing to raise awareness on sustainable products. Featuring comprehensive coverage across a range of relevant topics such as green consumption, organic food products, supply chain performance, and ecological marketing, this publication is an ideal reference source for professionals, practitioners, academics, and researchers interested in the latest material on sustainable corporate operations.

Ecological Marketing

This volume provides an overview of key principles, approaches, strategies, and tools that businesses have used to reduce environmental impacts and contribute to sustainability. Entries reflect the expertise of scholars and practitioners from varied fields and provide references to other entries as well as citations for further reading. The editors have also included photos, hyperlinks, cross references, and a resource guide.

Green Marketing

The authors have conducted extensive research into the role of business in public life. This book takes a practice-oriented look at corporate citizenship, and uses real, behind the scenes examples from well-known companies to show that for many firms social responsibility is becoming more integrated into corporate strategy.

The Future Opportunities and Challenges of Business in Digital Era 4.0

Today, many companies are flourishing by delivering high-quality products while pursuing policies that leave the world a cleaner, better place. Those policies can help retain customers, energize employees, and serve as brand-building tools. This book shows managers practical steps to make their companies environmentally responsible while staying profitable and efficient. Environmentalist and businesswoman Kim Carlson shows managers how to go green by moving to a paperless office, recycling at work, setting up employee carpools, developing eco-friendly packaging, using green building products, and more. She explains in detail topics ranging from green marketing to setting up a carbon footprint assessment for the company. With this book at their side, managers can turn green into profits.

Green Marketing and Management in Emerging Markets

Building on the strengths of the material published in the hugely successful first edition of Greener Marketing, this important new title examines a global
scale the progress of environmental marketing in the 1990s and considers how social issues are increasingly becoming critical factors in how corporations meet the ever-growing demands and expectations of customers. Despite the fact that such issues are increasingly important in marketing activities around the world, it is difficult for practitioners to keep up to date with complex and rapidly changing information and ideas. The purpose of this book is to provide practitioners and academics with best-practice examples and actionable recommendations on how to implement and appraise green marketing activities. It will provide information and ideas for those involved in marketing on how to incorporate environmental and social considerations, as well as providing new perspectives on marketing for environmental managers. To achieve a comprehensive viewpoint, the book is split into three sections. The first sets out the strategic issues and rationale for green marketing, the second addresses tactical issues in more detail, and the third provides detailed international case studies. Topics addressed by the global set of contributors include the growing area of products versus services, environmental product development, green marketing alliances, environmental communications, green consumers, eco-tourism and environmental marketing in developing countries. reemerging Marketing is not only a sequel to the successful first volume, but redefines global progress towards the successful marketing of greener products and services.

Green Marketing in Emerging Markets

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 Effect of Green Marketing Strategies. The Market Response to Environmental Announcements

As corporations increasingly recognize the benefits of green marketing, the number of projects with important local environmental, economic, and quality-of-life benefits shall increase. Encouraging the holistic nature of green, moreover, inspires other retailers to push the movement. Green Marketing as a Positive Driver Toward Business Sustainability is a collection of innovative research on the methods and applications of integrating environmental considerations into all aspects of marketing. While highlighting topics including green consumerism, electronic banking, and sustainability, this book is ideally designed for industrialists, marketers, professionals, engineers, educators, researchers, and scholars seeking current research on green development in regular movement.

Trends, Challenges & Innovations in Management - Volume III

Spans the relationships among business, ethics, and society by including numerous entries that feature broad coverage of corporate social responsibility, the obligation of companies to various stakeholder groups, the contribution of business to society and culture, and the relationship between organizations and the quality of the environment.

Handbook of Research on Climate Change and the Sustainable Financial Sector

The five volumes of this ultimate resource recognize the inherent unity between business ethics and business and society, that stems from their shared primary concern with value in commerce. This Encyclopedia spans the relationships among business, ethics, and society by including more than 800 entries that feature broad coverage of corporate social responsibility, the obligation of companies to various stakeholder groups, the contribution of business to society and culture, and the relationship between organizations and the quality of the environment.

Green Your Work

For too long, marketers of sustainable goods and services have targeted "deep green" consumers to promote their products – and they have little to show for their efforts. In this innovative book, Jacqueline Ottman shows how the green market has moved beyond such niche marketing, and how marketers will find greater success promoting the inherent superior value of their offerings. Greener products are now available within every industry and are a part of our everyday lives. But they didn’t get to be so ubiquitous just because they are better for the planet. Whether they were promoted as such or not, sales of green products have grown so fast because of the added value they provide: health, superior performance, good taste, cost-effectiveness, or simply convenience. This central emphasis on primary benefits – the new rules – is critical to winning over the mainstream consumer and to driving overall organizational growth. The New Rules of Green Marketing helps readers understand why value-based sustainability marketing has become a critical organizational capacity, and how readers can adopt this approach in their own organizations. Illustrated by examples from both international mainstream and the more niche "deep green" leaders who are showing everyone else the way, the book provides practical strategies, tools and inspiration for building every aspect of a credible value-based green marketing strategy, including: How to use a proactive approach to sustainability to spur innovation How to frame environment-related benefits with relevance to mainstream brands How to communicate with credibility and impact – and avoid "greenwashing" How to team up with stakeholders to maximize outreach to consumers How to use a life cycle orientation to ensure the integrity of one’s offerings How to best take advantage of recent technological advances in social media Drawing on the latest data from leading researchers and reflecting on learnings from Ottman’s corporate clients and other pioneers including GE, Nike, HSBC, Method, Starbucks, Timberland, HP, NatureWorks, Philips, Procter & Gamble, Stonyfield Farm and Wal-Mart, this book shows how market leaders are edging out the competition using effective value-first marketing strategies. This book captures the best of the author’s previous groundbreaking books on green marketing and takes the content into the 21st century. Whereas earlier works focused on readers who were less familiar with green initiatives, this work squarely focuses on a new generation of marketers who likely themselves grew up with an appreciation of sustainability and who want and need to know how to connect effectively with mainstream consumers.

Greener Marketing

This edited collection presents cutting edge research into the topic of green messages and subsequent consumer responses. The research studies draw on a rich tradition of communication, psychological and sociological theories that examine consumer responses in a nuanced way. At the same time, the studies present important implications for advertising practitioners and academics alike. Written by communications scholars from North America, Europe and Asia, the studies encompass a range of research techniques including experiments, surveys, content analyses and depth interviews. The book provides important insights into current practice as well as directions for future research. This book was originally published as a special issue of the Journal of Advertising.

Angels & Demons
Green Marketing Strategies

Discover the original international diet sensation—used by Adele, heavyweight champion David Haye, and Pippa Middleton—that will help you lose seven pounds in seven days while experiencing lasting energy and eating all the foods you love. Over the past few years, fasting has become a popular diet option. Studies show that fasting—whether through moderate calorie restriction every day or the more severe but less frequent intermittent fasting—can help people lose about thirteen to fourteen pounds in six months and reduce their risk of developing disease. When we fast, our body’s energy stores activate what is known as sirtuins, or the “skinny gene,” and many positive changes ensue. Fat storage is switched off, and our body stops its normal growth processes and goes into “survival” mode. Fat burning is stimulated and the genes involved in the repair and rejuvenation of our cells are turned on—which all results to weight loss and improved resistance to disease. But if not done correctly, fasting can lead to hunger, irritability, fatigue, and loss of muscle. Enter Sirtfoods: a newly discovered group of foods that is revolutionizing healthy eating. Ranging from chocolate and red wine to garlic and walnuts, sirtfoods are particularly rich in special nutrients that help us activate the same skinny genes in our bodies that fasting triggers. Nutritionists Aidan Goggins and Glen Matten have created The Sirtfood Diet to help you effectively lose weight and improve your resistance to disease, while still giving you incredible energy and glowing health.

Green Marketing

One business area where environmental issues have received a great deal of discussion is marketing. When the society becomes more concerned with the natural environment, businesses have begun to modify their behaviour to address the society’s new concern.

Green Consumerism

Green Marketing examines the concept of ‘Green Marketing’ using examples from Turkey and the rest of the world. The book examines Sa-ba Inc. as a case study which is among the pioneering enterprises in Turkey's automotive sub-industry and its green marketing strategies.

Green Consumerism: Perspectives, Sustainability, and Behavior

The GCBME Book Series aims to promote the quality and methodical reach of the Global Conference on Business Management & Entrepreneurship, which is intended as a high-quality scientific contribution to the science of business management and entrepreneurship. The Contributions are the main reference articles on the topic of each book and have been subject to a strict peer review process conducted by experts in the fields. The conference provided opportunities for the delegates to exchange new ideas and implementation of experiences, to establish business or research connections and to find Global Partners for future collaboration. The conference and resulting volume in the book series is expected to be held and appear annually. The year 2019 theme of book and conference is “Creating Innovative and Sustainable Value-added Businesses in the Disruption Era”. The ultimate goal of GCBME is to provide a medium forum for educators, researchers, scholars, managers, graduate students and professional business persons from the diverse cultural backgrounds, to present and discuss their researches, knowledge and innovation within the fields of business, management and entrepreneurship. The GCBME conferences cover major thematic groups, yet opens to other relevant topics: Organizational Behavior, Innovation, Marketing Management, Financial Management and Accounting, Strategic Management, Entrepreneurship and Green Business.

Environmental Marketing

Designed for practical use, this guide profiles the experiences of actual companies, among them McDonald’s and AT&T, who have successfully capitalized on the unique marketing opportunities inherent in environmentalism. By showing which strategies work and why many backfire, the book establishes a bold new framework for marketing approaches in the competitive 1990s.

UNISEF 2020

With chapters written by experts in their field, this volume advances the understanding of theory and successful practice of marketing and promoting environmental sustainability. Some experts predict that the next big trend in business will involve the green economy. Yet, communicating sustainability to consumers provides a set of challenges for marketers that do not necessarily follow all the rules of other types of marketing communication. In many ways the concept of sustainability challenges the core ideals of promoting consumption. Accordingly, this book identifies for researchers and practitioners the barriers that keep customers from engaging in environmentally sustainable consumption and find ways to overcome those barriers. The book includes topics such corporate advertising strategy related to sustainability, corporate social responsibility advertising, greenwashing, advertising related to values, persuasion and persuasion knowledge in sustainability marketing, social media and sustainability, and advertising and public policy.

Encyclopedia of Business Ethics and Society

This book addresses the rising concept of 21st century societal marketing which entails that marketers should fulfill the needs of their target group in ways that enhance the well-being of a society as a whole. In the past, social responsibility and corporate ethics may not have been the key elements of corporate and business strategy. However, in the last decade the picture has changed dramatically. Consumers are more concerned about ethical issues and the effects of business activities on the environment and the society. The impact and importance of ethical consumerism is escalating. The consumers are more attentive and expect companies promote their ethical credentials in order to make them more accountable of their actions. This book also reveals how companies should realize that corporate social responsibility (CSR) is not an illustration of corporate altruism but a source of opportunity, and competitive advantage. Finding and following social initiatives as a part of the key business model is proved to be one of the competitive strengths in many instances. This book covers different issues related to ethics, social responsibility and sustainability in marketing and presents different cases and applications from different countries. Together with the best practices, each case and research is expected to shed light on how to improve the role of marketing in helping to the development and well-being of the society.

The SAGE Encyclopedia of Business Ethics and Society

The Universitas Kuningan International Conference on Social Science, Environment and Technology (UNISEF) will be an annual event hosted by Universitas Kuningan. This year (2020), will be the first UNISEF will be held on 12 December 2020 at Universitas Kuningan, Kuningan, West Java, Indonesia. “Exploring Science and Technology to the Improvement of Community Welfare” has been chosen as the main theme for the conference, with a focus on the latest research and trends, as well as future outlook of the field of Call for paper fields to be included in UNISEF 2020 are: Social Sciences, Civil and Environmental Engineering, Mechanical Engineering and Technology, Electrical Engineering, Material Sciences and Engineering, Food and
Agriculture Technology, Informatics Engineering and Technologies. Medical and Health Technology. The conference invites delegates from across Indonesian and South East Asian region and beyond, and is usually attended by more than 100 participants from university academics, researchers, practitioners, and professionals across a wide range of industries.

**Green Business**

Globalization has proliferated business with numerous challenges and opportunities, and simultaneously at other end the growth in economy, population, income and standard of living has redefined the scope of business and thus the business houses approaches. A highly competitive environment, knowledgeable consumers and quicker pace of technology are keeping business enterprises to be on their toes. Today management and its concepts have become key for survival of any business entity. The unique cultural characteristics, tradition and dynamics of consumer, demand an innovative management strategy to achieve success. Effective Management has become an increasingly vital ingredient for business success and it profoundly affects our day-to-day life. Today, the role of a business houses has changed from merely selling products and services to transforming lives and nurturing lifestyles. The Indian business is changing and so do the management strategies. These changing scenarios in the context of globalization will bestow ample issues, prospects and challenges which need to be explored. The practitioners, academicians and researchers need to meticulously review these aspects and acquaint them with knowledge to sustain in such scenarios. Thus, these changing scenarios emphasize the need of a broad-based research in the field of management also reflecting in management education. This book is an attempt in that direction. I sincerely hope that this book will provide insights into the subject to faculty members, researchers and students from the management institutes, consultants, practicing managers from industry and government officers.

**Green Advertising and the Reluctant Consumer**

Copyright code: 5b686d0b4e2aad47c-5e515066e1e34c-5e