

Green Marketing Opportunity For Innovation 2nd Edition

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GREEN MARKETING: OPPORTUNITY FOR INNOVATION

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Additionally, the development of green marketing has opened the door of opportunity for companies to co-brand their products into separate line, lauding the green-friendliness of some while...

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J. Ottman, "Green Marketing: Opportunity for Innovation" (Lincoln-wood, Illinois: NTC Business Books, McGraw-Hill, 1998). 6. Note that the scope of this article is marketing strategy; it does not extend to questions related to corporate social responsibility. 7. S.

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