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Green Marketing: Opportunity for Innovation was published in 1998. An updated version entitled, The New Rules of Green Marketing is now available for order at Amazon.com and other booksellers. The book describes state of green consumerism, analyzes success strategies and points direction for the future. Includes lively case studies and examples show how green marketing strategies can lead to profits, increased market share and a means to dialogue with and educate the public. The first edition of Green Marketing was hailed as "the definitive work on the subject" by the American Marketing Association and lauded as one of the top business books of 1993.