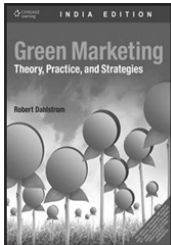


BOOK REVIEW

Green Marketing: Theory, Practice, And Strategies

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Book: Green Marketing: Theory, Practice, and Strategies

Author: Robert Dahlstrom

Publisher: CENGAGE Learning

Edition: First India Edition

ISBN: 9788131514597

Price: INR 250

Pages: 285

Binding: Paperback

ABSTRACT

Drastic climatic changes and global warming at alarming levels are the important issues faced by mankind in today's world. The knowledge of green marketing is helpful for business organizations, consumers and government in addressing the above-mentioned problems. The present book review on "*Green Marketing: Theory, Practice, and Strategies*" is useful for academicians, consultants and businessmen. This insightful new book provides a thorough introduction to the emerging field of green marketing management, including a useful exploration of the integral relationships among marketing strategy and action, macroeconomic sectors, and the environment.

Keywords: Green Marketing, Greenness, Eco-friendly, Environment Consciousness, Eco-Consciousness, Green Practices, Green Business, Green Business Strategies

INTRODUCTION

Green is a buzz word in the present business world. Organizations are formulating strategies by aligning green marketing to the mission. The present book review provides a critical review of the book '*Green Marketing: Theory, Practice, and Strategies*'. The aim of this review is to understand the core concepts used in the book. The author of this book is Robert Dahlstrom, who is a Bloomfield Professor of Marketing at the Gatton College of Business and Economics at the University of Kentucky. By recognizing the need for sustainability in modern organizations, Dahlstrom authored the book which is suitable for green marketing management courses at the undergraduate and master's levels.

This book contains five parts with a lot of data, figures and theory on Green Marketing. The book provides insights to academicians, students, managers, and marketers to understand and develop Green Marketing strategies. The text features a highly modular structure, with every chapter divided into brief, engaging sections designed to sustain student interest and facilitate effective learning and review. This structure also makes the text easy to navigate and extremely versatile, enabling instructors to tailor readings precisely to their particular course goals and syllabi.

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PART 1

The Part 1 of the book contains two chapters about the overview of Green Marketing and Strategic Green Marketing. The Chapter 1 starts with the case of EnXco, a renewable-energy company. The author, in his book, has presented various definitions of green marketing, and the need for the study of green marketing is briefed in the Chapter 1. In the Chapter 2, the strategic green planning process is presented using a diagram which could prove to be helpful for developing a green strategy. This section also presents the case of Timberland Company, which manufactures athletic footwear. Timberland's planning processes could be used as a template to formulate strategic green planning processes. The Chapter 2 elucidates how green marketing delivers value to all its stakeholders.

PART 2

The Part 2 of the book contains Chapters 3 and 4. The Chapter 3 begins with an example of Ashkelon Desalination Plant. Further, this chapter discusses about the interaction between the environment and consumption. The reasons behind climatic changes and the pictorial representation of data gives a fairly good idea about greenhouse gases, carbon footprint and Industry wise fossil-fuel usage. The Chapter also carries a table which gives information about threatened species by major groups. The Chapter 4 begins with an example of the Tungu-Kabri Community Micro-Hydropower, and this case illustrates how people have swung into action to confront sustainability issues. This section also carries information in the tabular format, with details related to emission limitations as per the Kyoto protocol. The Chapter 4 briefly describes the indicators of renewable energy and the existing world capacity for wind power. It also elucidates the concepts of bio-fuels, bio-diesel, solar water heater and geo-thermal energy. Details of various independent organizations and their policies to control air pollution, ozone depletion, water pollution, urban expansion, land degradation, and deforestation are also discussed in this section. Going further, the Chapter 4 describes the causes of pollution and suggests remedies by which voluntary and independent organizations worldwide can reduce pollution levels.

PART 3

The Part 3 consists of 6 chapters, which present details about providing value via sustainable marketing strategies. The Chapter 5 opens with an example of Wedvert's wedding, which is an innovative idea for green weddings in India. Many such examples in the book give new product ideas for use of green products in India. The chapter also discusses the concept of green marketing segmentation, its targeting and positioning, which gives marketing insights for managers who want to formulate a green marketing strategy. The five stages of market segment of green marketing are True Blues, Greenback Greens, Sprouts, Grouzers and Apathetic. This Chapter also carries two pie-charts, which give the details regarding the percentage of consumers according to the green marketing segment. The Lifestyle of Health and Sustainability (LOHAS) consumer marketing segment is further discussed in this section. The Green marketing strategy matrix consists of two parameters - sustainability of green marketing segments and differentiability on greenness. This matrix consists of four quadrants, namely - defensive green, extreme green, lean green and shaded green. By using this matrix, organizations can evaluate their greenness status and develop a sustainability strategy for the future.

The Chapter 6 begins with the case of Merrell Footwear and Apparel. This chapter discusses marketing concepts like Integrated Marketing Communication (IMC), Green Branding and certification labeling for green products. Furthermore, this chapter discusses various green product categories like transportation, electricity, oil, water, paper, energy, body care, automobile, cosmetics, beverages and footwear, etc. Each category carries one print advertisement, which makes it easy for the reader to understand the reason behind the purchase decision of green products. The print ads from pp. 101-109 provide comprehensive awareness about green products. The author has even explained about the certification processes for green products, which helps the consumers to identify them. The last section of this chapter makes the reader relate between de-marketing and green marketing. In the Chapter 7, the author has described the framework for product innovation. However, it would have been much better if the author had explained the process of innovation of green products rather than general innovation. However, the product innovation framework can be used as a background for developing green products in an organization. The Chapter 8 provides a brief discussion about how an organization can develop relationships with its business partners like suppliers, customers, and channel partners and encourage them to implement green practices. Green Supply Chain strategies like energy

efficiency, adopting innovative technology to save natural resources, reduction of the carbon footprint of the companies are also discussed. Modern organizations can get insights from this chapter to develop sustainable supply chain strategies. This chapter also explains the need and importance of ISO 14000 standards for organizations. ISO 14000 is an Environment Management System (EMS), which communicates (to the outside world) that an organization is implementing eco-friendly practices.

In the Chapter 9, the author has explained about sustainable product lines and green technology in the product mix. Dahlstrom has provided guidelines for sustainable consumption by modern consumers with regard to factors like post retail packaging, disassembly, end-of-life directive, etc.

In the Chapter 10, the author has explained green marketing from the pricing angle. The pricing constraints are explained in this section of the chapter. Information related to legal constraints, the Clean Air Act, the Clean Water Act, Environmental Protection Agency (EPA) is found in this chapter. The author has briefly explained the terms like carbon offset pricing, competitive pricing and product line pricing, which are important while pricing a green product.

PART 4

Part 4 is titled as Macro Economic Energy Consumption. The Chapters 11 to 14 in the Part 4 describe the role of household consumption in Green Marketing. This part is helpful for the individual readers who are curious to know about their carbon footprint due to the use of various electronic products used in the household regularly. The page 173 carries two charts that represent the energy share usage of large and small appliances and the average unit energy consumption. The Chapter 12 discusses energy consumption in the service sector. The author has given empirical evidence of energy consumption in the non-food retailing sector, food retailing sector, office and administrative buildings, and hotels and lodgings. Dahlstrom briefs the readers about the consumption pattern of energy in the transportation sector in Chapter 13. The advantages of mass transit, high speed trains, rapid transits are explained in this section. Chapter 14 provides details related to energy consumption in the Industrial sector. The author has explained how carbon emissions associated with steel production worldwide can be used as a scale to estimate the consumption pattern of other industries. The details related to carbon emission from the manufacturing of petrochemicals, inorganic chemicals and fertilizers are provided in this chapter.

PART 5

Part 5 consists of Chapter 15, which describes the importance, benefits, and an overview of sustainability reporting to the stakeholders of a business. The author has explained that an organization has the responsibility to provide its sustainability report to the customers, investors, employees, the Government, suppliers, channel partners, etc.

CONCLUSION

The book acts as a rich source of information on green marketing theory, which can be used as a guide by marketers to develop green business strategies. The academicians can use this book as a main course book for green marketing. The graphs, tables, figures and examples are excellent, which shows the effort of the author behind the development of this book. The book is also useful for individuals to gain knowledge about green marketing. Overall, the book is a great asset for academicians, marketers and students who wish to gain deep insights on Green Marketing.