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## The Green Marketing Manifesto

*John Grant*

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**John Grant : The Green Marketing Manifesto** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Green Marketing Manifesto:

1 of 1 people found the following review helpful. Phenomenal Book, Immensely ReadableBy Christopher MercerThis book is meaningful, well written and logically presented. The author takes the fact that traditional marketing

encourages people to buy more stuff; and yet green values mitigate against excessive consumption. How is the gap addressed by marketing people who want to be green? He then presents a grid of nine approaches and analyses them one-by-one in an intelligent and not over laboured way, full of humour, anecdotes and examples. The language is clear and the book is well written and immensely readable. It is not just for marketing people or green people, but anybody who reads it will come out with a greater awareness of both. 1 of 1 people found the following review helpful. mehBy iheartevilo obvious, dated book. If you don't know anything about the subject you may find it to be helpful, but I was very underwhelmed. 0 of 1 people found the following review helpful. a graceful merging of green marketing, web 2.0 sustainability By Julie This book is very readable, yet also manages to explain some really important cultural forces of the 21st century in a lot of depth. I particularly liked his explanation of the significance of web 2.0 (and what he calls New Marketing) and how it applies to sustainability issues, but there are lots of other things to recommend it too. The format was clear and logical, and there were quite a few interesting examples to make his points really concrete. I've got a full book review at [...]. This book is highly recommended :-)

We are currently eating, sleeping and breathing a new found religion of everything 'green'. At the very heart of responsibility is industry and commerce, with everyone now racing to create their 'environmental' business strategy. In line with this awareness, there is much discussion about the 'green marketing opportunity' as a means of jumping on this bandwagon. We need to find a sustainable marketing that actually delivers on green objectives, not green theming. Marketers need to give up the many strategies and approaches that made sense in pure commercial terms but which are unsustainable. True green marketing must go beyond the ad models where everything is another excuse to make a brand look good; we need a green marketing that does good. The Green Marketing Manifesto provides a roadmap on how to organize green marketing effectively and sustainably. It offers a fresh start for green marketing, one that provides a practical and ingenious approach. The book offers many examples from companies and brands who are making headway in this difficult arena, such as Marks Spencer, Sky, Virgin, Toyota, Tesco, O2 to give an indication of the potential of this route. John Grant creates a 'Green Matrix' as a tool for examining current practice and the practice that the future needs to embrace. This book is intended to assist marketers, by means of clear and practical guidance, through a complex transition towards meaningful green marketing. Includes a foreword by Jonathon Porritt.

"John Grant's been so smart and percipient with his new masterwork...useful, readable and clever...out now, just when we need it." (Campaign, Friday 23rd November 2007) "brilliant book...that will forever change the way you look at green marketing." (psfk.com, Tuesday 27th November 2007) "outlines how environmentalism increasingly informs business strategy." (Reuters, Thursday, 29th November 2007) "...the book casts new insight into green marketing." (naturalchoice.co.uk, Tuesday 18th December 2007) "...thought-provoking reading for more than just marketing professionals." (CNBC European Business, January 2008) "Grant is not about greenwash. This is green marketing for real...before you try to think green, read this!" (Admap, February 2008) "a remarkable and timely book that is as thought provoking as it is comprehensive...an invaluable guide..."; (The Marketer, March 2008) "a useful step in the right direction..." (Professional Manager, March 2008) "If ever you've got to do a green project, this book should give you some ideas" (The Drum, October 17th 2008) From the Back Cover We are currently eating, sleeping and breathing a new found religion of everything 'green'. At the very heart of responsibility is industry and commerce, with everyone now racing to create their 'environmental' business strategy. In line with this awareness, there is much discussion about the 'green marketing opportunity' as a means of jumping on this bandwagon. The Green Marketing Manifesto provides a roadmap on how to organize green marketing effectively and sustainably, whilst avoiding the bandwagon. "John Grant has been a great help over the years in thinking about how to position and market the Ecologist magazine. He's one of the few people I have met who understands both green issues and marketing and is able to fuse the two creatively and effectively." - Zac Goldsmith, director of The Ecologist, co-chairman of The Quality of Life Group "If green is to become truly mainstream, we'll need companies of all sizes and sectors to find their way through the subtleties and complexities of the green marketplace, and John Grant's Green Marketing Manifesto provides an excellent roadmap. It makes a clear and compelling case that green marketing isn't an end unto itself, but rather a potent engine for creating business value through innovation, while fomenting genuine societal change." - Joel Makower, Founder and Executive Editor, GreenBiz.com, and author of "Two Steps Forward" blog "This book is essential reading for the growing numbers who are realising that good business can be good business (and that it comes from being good, not looking good)." - Jamie Mitchell, managing director, innocent smoothies "splendidly provocative and incredibly timely book...we need things conserved, shared, reused, recycled, slowed down and treasured at an ever deeper level. And that's what this manifesto is all about!" - Jonathan Porritt (from the foreword), co-founder Forum for the Future and Chairman of the UK About the Author John Grant co-founded St Lukers the innovative and socially aware London ad agency. Working with clients such as the Body Shop as well as mainstream brands, St Lukers pioneered the view of a company's

ldquo;Total Role in Societyrdquo; and operated as an employee shareholder democracy. Since leaving in 1999 he has worked as an independent consultant. Johnrsquo;s recent clients include IKEA, innocent, LEGO, O2 and SVT (the Swedish broadcaster). Over the years he has been involved with green brands (the Ecologist), sustainability (IKEArsquo;s global ethical and environmental reporting), start ups (ONZO, a home energy monitor manufacturer), social ventures (The Young Foundation), sustainable marketing agencies (Clownfish), committees (Forum for the Future) and reports (WWF). Johnrsquo;s previous books which all deal with lsquo;whatrsquo;s new?rsquo; have earned widespread praise, popularity and critical acclaim. The New Marketing Manifesto was named one of the ten best business books of 1999 by . After Image (2002) was included in a list of lsquo;the most popular business books in the worldrsquo; on Wikipedia. Brand Innovation Manifesto (2006) was described as: ldquo;. . . a great addition to brand consumer communication methodology . . . rdquo; (Brand Strategy) ldquo;. . . read it . . . rdquo; (Admap) ldquo;. . . revolutionary . . . rdquo; (The Marketer). John was voted the most in-demand event speaker in London in an RAB poll. John is also a prolific blogger and writer of articles and reports. His current thoughts on green marketing can be found at <http://greenormal.blogspot.com> and he is also the official blogger for the Green Awards at <http://www.greenawards.co.uk/>