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John Grant, author of *The Green Marketing Manifesto* and *Co-opportunity Strategies, Tools, and Inspiration for Sustainable Branding*
The New Rules of Green Marketing should serve as the definitive text for any organization that is looking to brand itself or its products as green or sustainable.

L. Hunter Lovins, president, Natural Capitalism

Jacquelyn will inspire you about the potential of green marketing not only to generate growth but to feel better about yourself and your career as you help improve the health of the planet.

Adam Lowry and Eric Ryan, Co-founders and CEOs, method

A must-read for marketers working to make green mainstream and moving markets toward a cleaner, more sustainable future.

Cathy L. Hartman and Edwin R. Stafford, Center for the Market Diffusion of Renewable Energy and Clean Technology, Jon M. Huntsman School of Business, Utah State University

... Jacquelyn Ottman has been and still is the undisputable #1 advocate of the green marketing concept, pointing us at the absolute necessity to develop greener products and services that enable consumers to adopt a more sustainable lifestyle... A must for all product design and marketing students and professors as well as the product industry. Maybe the time is right for the establishment of “The Jacquelyn Ottman Academy”?

Dr Han Brezet, Research Director of the Faculty of Industrial Design and Design for Sustainability Professor, Delft University of Technology

This is a must-read for every marketer in their quest to add value to their existing business flow.

Hiro Motoki, Deputy Chief Executive, E-Square Inc.; Lecturer, Tohoku University Graduate School of Environmental Studies,

Jacquie Ottman has always been at the forefront in bridging the gap between the sustainable marketing theorists and visionaries, and the practical marketing world of competitive pressures and constraints. With her new book she has taken that bridge-building ability to a whole new level.

Professor Ken Peattie, Director, BRASS Research Centre, Cardiff University

Ms. Ottman's books and articles have been some of the key go-to works I have used to serve my clients and students for over a decade.

Wendy Jedlicka, author of Packaging Sustainability
Green marketing is the future and Jacquie Ottman is our guide. A high-energy, straight-talking book filled with useful pointers for anyone interested in smart, sustainable brand communications.

Brian Dougherty, author of Green Graphic Design

Every entrepreneur involved in sustainable consumer products should read this book.

CJ Kettler, Entrepreneur, Founder and CEO of LIME Media

Green marketing pioneer Jacquelyn Ottman delivers the “New Rules” in a comprehensive, engaging, and readable book sure to become another classic . . . Everything a green marketing professor (and her students) could ask for!

Fredrica Rudell, Associate Professor and Chair of Marketing, Hagan School of Business, Iona College

From the guru of green marketing, Jacquelyn Ottman’s New Rules of Green Marketing provides an indispensable strategy for the marketing of products and services in the critical times ahead.

Jon Naar, author of Design for a Livable Planet

Jacquie Ottman is still the oracle on the subject . . . Jacquie continues to teach us all where responsible green marketing has come from. And, more importantly, where it will be in the next 20 years. Enjoy.

Sol Salinas, Former Director of Marketing and Planning, ENERGY STAR; Federal Sustainability Lead, Accenture Sustainability Services NA

In this new volume, [Jacquie] has once again integrated compelling data and keen observations into an engaging and insightful treatise on the topic.

Michael V. Russo, author, Companies on a Mission

Jacquie's latest book provides a highly readable, thoughtful, yet practical route map through often complex and challenging issues.

Martin Charter, Director, The Centre for Sustainable Design, UK

. . . in her new book Jacquie shows us what the next big thing is in the green marketplace.

Ichin Cheng, Director & Partner, Sustainable Innovation Lab, UK
Jacquelyn Ottman has yet again written an indispensable book about green marketing . . . *The New Rules of Green Marketing* is a must-read for every marketer.

**Jennifer Kaplan, author of *Greening Your Small Business***

Finally, the book that we need for a 21st-century approach to marketing.

**Mary McBride, Design Management Graduate Program, Pratt Institute**

This book will become a key reference “rule book” for anyone who wants to participate in this new Green World reality.

**Tukee Nemcek, Director, New Brand Initiative, BISSELL Homecare Inc.**

Everyone who wants to participate in the sustainability space should read this book.

**Ron Buckhalt, Manager USDA BioPreferred program**

*The New Rules of Green Marketing* should be the compass for the business navigating on the odyssey of sustainability.

**Jay Fang, CEO, Green Consumers' Foundation, Taiwan**

Jacquie Ottman takes her 25 years of experience in green marketing and gives insightful data and helpful checklists for practitioners in the field.

**Shelley Zimmer, Environmental Initiatives Manager, HP**


**Laurie Tema-Lyn, Principal, Practical Imagination Enterprises**

Ottman's *The New Rules of Green Marketing* is a wonderful, highly valuable resource.

**Valerie L. Vaccaro, Associate Professor of Marketing, Kean University**

Anyone who buys, designs, or sells *anything* can use this book to make better choices for a lasting and prosperous future.

**Pamela J. Gordon, author of *Lean and Green***

Ottman's done it again. Jacquelyn doesn't just have her finger on the pulse of green marketing: she is the pulse.

**John Rooks, author of *More Than Promote***
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1 Green is mainstream. Not too long ago, just a small group of deep green consumers existed. Today, 83% of consumers – representing every generation, from Baby Boomers to Millennials and Gen Ys – are some shade of green. Moreover, there are now finely defined segments of green consumers.

2 Green is cool. Once a faddish preoccupation of the fringe, green is not only mainstream, it’s chic. In fact, green consumers are early adopters and leaders who influence purchasing behavior. Celebrities and other cool types generally are espousing green causes. People show off (and self-actualize) by tooling around in a Toyota Prius (or soon, we predict, in a Nissan LEAF electric), and carry cloth shopping bags to look the part.

3 Greener products work equally or better – and are often worth a premium price. Thanks to advances in technology, we’ve come a long way since the days when greener products gathered dust on health food store shelves because they didn’t work as well and were not a good value. Organics, hybrid cars, and safer cleaning products now command a price premium.

4 Green inspires innovative products and services that can result in better consumer value, enhanced brands, and a stronger company. Savvy managers no longer consider the environment to be a burden that represents added cost and overhead – but an investment that can pay back handsomely.

5 Values guide consumer purchasing. Historically, consumers bought solely on price, performance, and convenience. But today, how products are sourced, manufactured, packaged, disposed of – and even such social aspects as how factory and farm workers are treated – all matter.

6 A life-cycle approach is necessary. Single attributes such as recyclable, organic, or energy-efficient matter greatly, but don’t mean a product is green overall. Recycled products still create waste, organic strawberries can travel thousands of miles, and CFLs contain mercury. So a more thorough, life-cycle or carbon-based approach to greening is necessary.
7 **Manufacturer and retailer reputation count now more than ever.** In addition to looking for trusted brand names on supermarket shelves, consumers are now flipping over packages, saying, “Who makes this brand? Did they produce this product with high environmental and social standards?"

8 **Save me!** Scrap the images of planets! Bag the daisies! Nix the babies! Even the greenest consumers no longer buy products just to “save the planet.” Today’s consumers buy greener brands to help protect their health, save money, or because they simply work better. That’s why products such as organics, natural personal care and pet care, and energy-efficient products are leading the way in sales.

9 **Businesses are their philosophies.** It used to be that companies were what they made. International Business Machines. General Foods. General Motors. Now, businesses and brands are what they stand for. Method. Starbucks. Timberland.

10 **Sustainability represents an important consumer need, and is now an integral aspect of product quality.** Green is no longer simply a market position. Products need to be green. Brands need to be socially responsible. Period.

11 **The greenest products represent new concepts with business models with significantly less impact.** If we simply keep greening up the same old “brown” products we’ve been using forever, we’re never going to get to sustainability. With time running out, we’ve got to “leap” to service replacements for products, and adopt entirely new ways of doing business.

12 **Consumers don’t necessarily need to own products; services can meet their needs, perhaps even better.** Consumers historically met their needs by owning products, but concepts like Zipcar and ebooks are starting to prove that utility and service are what really matters.

13 **The brands consumers buy and trust today educate and engage them in meaningful conversation through a variety of media, especially via websites and online social networks.** Talking “at” consumers through traditional media and paid advertising can’t build loyalty among empowered consumers in a connected world.

14 **Green consumers are strongly influenced by the recommendations of friends and family, and trusted third parties.** With rampant cynicism about traditional forms of advertising and a backlash in place against perceived greenwashing, savvy marketers leverage purchase influencers and third parties like NGOs and especially eco-labelers.
15 Green consumers trust brands that tell all. BP, ExxonMobil, and SIGG learned this lesson the hard way. It’s no longer enough to have a well-known name. Today’s brands become trusted by practicing “radical transparency,” disclosing the good – and the bad.

16 Green consumers don’t expect perfection. Just like there’s no more whitest whites, there’s no greenest of the green. Consumers expect that you’ll set high goals (i.e., perform beyond mere compliance), keep improving, and report on progress.

17 Environmentalists are no longer the enemy. Recognizing the power of the marketplace to effect change, many environmental advocates willingly partner with industry, offering useful guidance and expertise.

18 Nearly everyone is a corporate stakeholder. No longer confined to just customers, employees, and investors, publics of all stripes are now corporate stakeholders: environmentalists, educators, and children – even the unborn.

19 Authenticity. It’s not enough to slap on a recycling logo or make a biodegradability claim. Brands viewed as the most genuine integrate relevant sustainability benefits into their products. That’s why HSBC and Stonyfield Farm aim to reduce the carbon impacts of their operations.

20 Keep it simple. Plato was an environmentalist: “Simplicity is elegance.” Today’s consumers are cutting out the needless purchases, and getting rid of the gadgets and gizmos that don’t add value to their lives. That’s why they are migrating to brands that help express these values – Method, Starbucks, Timberland. It’s just that simple.
About the author

At age four, her siblings called her “Junkie Jacquie” when she dragged home treasures from the neighbor’s trash. At age thirty-four, Jacquie pioneered green marketing by founding J. Ottman Consulting, Inc. Her mission: apply her in-depth consumer packaged goods expertise, with a creative bent for dreaming up new products and her finely honed strategic instincts, to help businesses develop and market the next generation of products designed with sustainability in mind.

With a client roster that includes over 60 of the Fortune 500, the USDA’s BioPreferred and other U.S. government labeling programs, Ottman is a sought-after keynoter for conferences and corporate forums around the globe. She is a founding co-chair of the Sustainable Business Committee of the Columbia Business School Alumni Club of New York. She is also the former co-chair of the NYC chapter of O2, the global network of green designers, and was founding jury chair for the American Marketing Association’s Special Edison Awards for Environmental Achievement in New Products.

In 2004, she spearheaded the IDSA-endorsed Design:Green educational initiative with the goal of jumpstarting eco-design education in the U.S. Underwritten with an Innovation Grant from the U.S. Environmental Protection Agency, Design:Green now continues as a course in the online Certificate in Sustainable Design program of the Minneapolis College of Art and Design.

The author of hundreds of articles on green marketing topics, she blogs at Jacquie Ottman’s Green Marketing Blog (www.greenmarketing.com/blog), as well as for the Harvard Business Review and other websites.

Her three previous books on green marketing have been translated into five languages.

Ottman is a graduate of Smith College and lives in New York City. The widow of Geoffrey S. Southworth, an industrial recycler, she is the proud stepmother of his three children and two grandchildren.
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