<table>
<thead>
<tr>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acquisition cost, 200</td>
</tr>
<tr>
<td>Adidas, 23</td>
</tr>
<tr>
<td>Advertising, 115–117, 119–132</td>
</tr>
<tr>
<td>Africa, 60–61</td>
</tr>
<tr>
<td>Airbus, 12</td>
</tr>
<tr>
<td>Air pollution, 8, 46–48, 75–77, 182</td>
</tr>
<tr>
<td>Air travel, 270–271</td>
</tr>
<tr>
<td>AISC (American Institute of Steel Construction), 280</td>
</tr>
<tr>
<td>Alcan, 83, 192</td>
</tr>
<tr>
<td>Allen, Chris T., 119</td>
</tr>
<tr>
<td>Alstom, 259</td>
</tr>
<tr>
<td>Aluminum Association, 8</td>
</tr>
<tr>
<td>American Institute of Steel Construction (AISC), 280</td>
</tr>
<tr>
<td>American Lung Association, 263–264</td>
</tr>
<tr>
<td>American Marketing Association, 5</td>
</tr>
<tr>
<td>American Public Transportation Association, 122–123</td>
</tr>
<tr>
<td>AMSOIL, 119</td>
</tr>
<tr>
<td>An, Feng (Figure 4-7), 71</td>
</tr>
<tr>
<td>Annual fuel utilization efficiency (AFUE), 242–243</td>
</tr>
<tr>
<td>Antartica, 37</td>
</tr>
<tr>
<td>Anxiety and fear, 125–126, 128</td>
</tr>
<tr>
<td>A.O. Smith Water Products, 243</td>
</tr>
<tr>
<td>Apathetics, 98</td>
</tr>
<tr>
<td>Apple Computer, 167–229, 248, 301–302, 304–305</td>
</tr>
<tr>
<td>Appliances, 74–75, 219–220, 231</td>
</tr>
<tr>
<td>Aromatic extraction, 289</td>
</tr>
<tr>
<td>Aromatics, 289</td>
</tr>
<tr>
<td>Ashkelon Desalination Plant, 35–36</td>
</tr>
<tr>
<td>Aspen/Snowmass, 125–126, 128</td>
</tr>
<tr>
<td>Asset considerations, 167</td>
</tr>
<tr>
<td>Association of Southeastern Nations (ASEAN), 76</td>
</tr>
<tr>
<td>Atmospheric effects, 45–48</td>
</tr>
<tr>
<td>Austin Grill, 245</td>
</tr>
<tr>
<td>Australia, 64</td>
</tr>
<tr>
<td>Automobile disassembly, 191, 235</td>
</tr>
<tr>
<td>Banana Republic, 215</td>
</tr>
<tr>
<td>Barneys, 215</td>
</tr>
<tr>
<td>Basel Convention, 80–81</td>
</tr>
<tr>
<td>Basic oxygen furnaces, 285</td>
</tr>
<tr>
<td>Batteries, 231</td>
</tr>
<tr>
<td>Behavioral segmentation, 99</td>
</tr>
<tr>
<td>Benchmarking, 303</td>
</tr>
<tr>
<td>Benefit positioning, 107</td>
</tr>
<tr>
<td>Benefit segmentation, 101</td>
</tr>
<tr>
<td>Ben &amp; Jerry's, 107</td>
</tr>
<tr>
<td>Best Buy, 190</td>
</tr>
<tr>
<td>BFRs (brominated fire retardants), 301</td>
</tr>
<tr>
<td>Biodegradable materials, 189</td>
</tr>
<tr>
<td>Biodiesel, 69, 264</td>
</tr>
<tr>
<td>Biodiversity, 38, 54–56, 82–83</td>
</tr>
<tr>
<td>Biodynamics, 136</td>
</tr>
<tr>
<td>Biofuels, 69</td>
</tr>
<tr>
<td>Bisleri water, 121–122</td>
</tr>
<tr>
<td>Black liquor, 292</td>
</tr>
<tr>
<td>Bloomberg, Michael, 8</td>
</tr>
<tr>
<td>Bloom, Paul N. (Figure 5-7), 105</td>
</tr>
<tr>
<td>Blue Angel label, 137, 138</td>
</tr>
<tr>
<td>BMW, 267</td>
</tr>
<tr>
<td>Body Shop, 9, 106, 125, 127, 132</td>
</tr>
<tr>
<td>Boeing, 270–271</td>
</tr>
<tr>
<td>Bombardier, 259</td>
</tr>
<tr>
<td>Brand</td>
</tr>
<tr>
<td>attachment, 134</td>
</tr>
<tr>
<td>attitude, 134</td>
</tr>
<tr>
<td>attributes, 119–122</td>
</tr>
<tr>
<td>defined, 132</td>
</tr>
<tr>
<td>equity, 132</td>
</tr>
<tr>
<td>image, 130–132</td>
</tr>
<tr>
<td>imagery, 133</td>
</tr>
<tr>
<td>preference, 124–125</td>
</tr>
<tr>
<td>recall, 119, 132</td>
</tr>
<tr>
<td>recognition, 132</td>
</tr>
<tr>
<td>reputation, 167</td>
</tr>
<tr>
<td>Brand-specific need recognition, 224–225</td>
</tr>
<tr>
<td>Break-even pricing, 206–207</td>
</tr>
<tr>
<td>Brita, 134, 140–141, 199</td>
</tr>
<tr>
<td>British Petroleum (BP), 10, 23</td>
</tr>
<tr>
<td>Brock University, 13</td>
</tr>
<tr>
<td>Brominated fire retardants (BFRs), 301</td>
</tr>
<tr>
<td>Buildings and construction, 72–73</td>
</tr>
<tr>
<td>Bundling, 208</td>
</tr>
<tr>
<td>Burt's Bees, 224–226</td>
</tr>
<tr>
<td>Business case preparation, 151–152</td>
</tr>
<tr>
<td>Bus rapid transit (BRT) systems, 72, 272–275</td>
</tr>
<tr>
<td>Buygrid framework, 102</td>
</tr>
<tr>
<td>By-products, 13</td>
</tr>
<tr>
<td>CAFE (corporate average fuel economy) standards, 262</td>
</tr>
<tr>
<td>California, 3, 98</td>
</tr>
<tr>
<td>California Global Warming Solutions Act (2006), 202</td>
</tr>
<tr>
<td>Calvin Klein, 215</td>
</tr>
<tr>
<td>Campbell's Soup, 230</td>
</tr>
<tr>
<td>Canada, 216</td>
</tr>
<tr>
<td>Carbon black, 290</td>
</tr>
<tr>
<td>Carbon dioxide, 40–41, 62, 286</td>
</tr>
<tr>
<td>Carbon Disclosure Project (CDP), 181</td>
</tr>
<tr>
<td>Carbon emissions</td>
</tr>
<tr>
<td>chemical production, 289–291</td>
</tr>
<tr>
<td>concrete industry, 288</td>
</tr>
<tr>
<td>household consumption, 228, 231–232</td>
</tr>
<tr>
<td>industrial sources, 280–282</td>
</tr>
<tr>
<td>industrial standards, 293–295</td>
</tr>
<tr>
<td>nonmetallic minerals, 287–289</td>
</tr>
<tr>
<td>paper and pulp industries, 291–293</td>
</tr>
<tr>
<td>service sector and, 241–244, 246</td>
</tr>
<tr>
<td>steel production, 282–287</td>
</tr>
<tr>
<td>transportation, 260–261, 269–271</td>
</tr>
<tr>
<td>Carbon offsets, 63, 196–197, 206</td>
</tr>
<tr>
<td>Car ownership and usage, 262</td>
</tr>
<tr>
<td>Carpooling, 269</td>
</tr>
<tr>
<td>Carrefour, 181, 188</td>
</tr>
<tr>
<td>Carter, Craig R., 7</td>
</tr>
<tr>
<td>CDP (Carbon Disclosure Project), 181</td>
</tr>
<tr>
<td>Celestial Seasonings, 134</td>
</tr>
<tr>
<td>Cement, 287–288</td>
</tr>
<tr>
<td>Certification labeling, 135–139.</td>
</tr>
<tr>
<td>See also ISO</td>
</tr>
<tr>
<td>Certified emission reduction (CER)</td>
</tr>
<tr>
<td>credits, 63</td>
</tr>
</tbody>
</table>
CFCs (chlorofluorocarbons), 26, 77
CFL (compact fluorescent light) bulbs, 208
Channels of distribution, 164. See also Distribution
Chemical Manufacturers Association, 26–27
Chemical production, 289–291
Chevrolet Volt, 8, 227
Chicago Climate Exchange, 63
China
concrete production, 287–289
developing economy, 9
environmental protection, 76–77
greenhouse emissions, 40
hydropower plants, 60
packaging waste, 188
solar energy, 68–69
steel production, 282–283
vehicle ownership, 260
Chlorine, 52, 290–291
Chlorofluorocarbons (CFCs), 26, 77
Chlorox, 107, 125
Cisco Systems, 167–168
CLASP (Collaborative Labeling and Appliance Standards Program), 74–75
Clean Air Act, 27, 76, 202
Clean development mechanism (CDM), 63
Clean Water Act (1972), 202
Climate change
air travel and, 270–271
consumption and, 37–43
energy use and, 43–45
evidence of, 36
reduction of, 60–64
retailing and, 181
steel industry and, 286
sustainability reporting and, 309
ClimateMaster, 118
Climate regions, 218
Clinker, 287
Close-looped systems, 192
Coagulants, 52
Coca-Cola, 23, 100, 105, 130, 171, 183, 312
Collaborative Labeling and Appliance Standards Program (CLASP), 74–75
Collective bargaining, 312
College Sustainability Report Card, 248–250
Communication of value certification labeling, 135–139, 252
demarketing, 139–141
green branding, 132–135
integrated marketing, 116–118
message strategy, 118–132
Compact fluorescent light (CFL) bulbs, 208
Competition pricing and, 203–205
as stakeholders, 26–27
sustainable competitive advantage, 200
target marketing and, 104
Competitive positioning, 108
Component restriction, 189
Compostable items, 189
Concrete production, 287–288
Congo, 11
Conservation International, 173, 252
Consumers. See also Consumption benefits of green marketing, 9–10
decision-making process, 9–10, 222–224
postconsumption evaluation, 232–235
purchases, 228–229
repurchase decisions, 224–228
as stakeholders, 26
Consumption. See also Consumers atmosphere and, 45–48, 75–77
biodiversity and, 54–56, 82–83
climate change and, 37–43, 60–64
demarketing and, 139–141
energy use, 43–45, 64–75, 216–222
environment and, 35–36
experience of, 130
land use and, 52–54, 80–82
location of, 230
manner of, 230–232
of paper products, 232
postconsumption evaluation, 232–235
sustainable, 187–192
timing, 229–230
water pollution and, 48–52, 77–80
Continental Airlines, 206
Contradiction matrix, 156–157
Contradictions, 155
Conventions, 100
Convention on Biodiversity, 82
Convention on Long-Range Transboundary Air Pollution, 75
Conveyors, 52
Convincing consumers, 122–124
Core competencies, 152
Corporate average fuel economy (CAFE) standards, 262
Corporate-based brand equity, 132
Corporate credibility, 134
Costa Rica, 7–8
Cost-based pricing, 207
Costs, 198–202
Coverage of standards, 139
Cradle-to-cradle perspective, 189
Criteria pollutants, 46
Cuba, 9
Cultural creatives, 99–100
Customer-based brand equity, 132
Customer demand, 198–202
Defensive green strategy, 104–105, 203
Deforestation, 53, 81–82
Dell, 9, 13, 154, 234, 248
Delta faucets, 122–124
Demarketing, 139–141
Demeter International, 136
Demographic changes, 150
Demographics segmentation, 97–98
Department of Agriculture (USDA), 135
Department of Commerce, 149
Department of Defense, 171
Department of Energy, 8, 135, 218
Desalination, 35–36
Desertification, 53–54, 81–82
Developing economies, 9
Diesel engines, 263–265, 273
Diesel, Rudolph, 263
Diffuse point sources, 51
Direct/indirect energy use, 309–310
Direct marketing, 116
Disney, 100
Distribution
ISO 14000, 173–174
logistics, 168–173
supply cycles, 164–168
sustainable products, 184–187
Divestment, 224, 232–235
Dow Chemical, 172
Driifters, 101
Dry quenching, 285
Duke Energy, 22–23, 244
DuPont, 11

Earth Pledge, 215
EATware International, 189
eBay, 233
Eco-labels, 135–139
Eco Products, 189
Eddie Bauer, 133
EDF (Environmental Defense Fund), 26, 307
Educational institutions, 248–250
Efficient usage, 83, 166–167
Electric arc furnaces, 285–286
Electrolux, 305
Electronic equipment, 84, 301–302
Electronics Products Environmental Assessment Tool (EPEAT), 247–248
Emission reduction units (ERUs), 64
Emissions trading, 63
Emotional benefits, 107, 134–135
Employees, 26, 148, 183
EMS (environmental management systems), 173
Endangered species, 8–9
End-of-Life Directive, 190, 201
Energy appliances, 74–75, 219–220, 231
buildings and construction, 72–73
conservation, 83–85
consumption, 43–45, 64–75, 216–222
direct/indirect use, 309–310
efficiency, 169
food production, 221–222
health care and, 250–252
hotels and lodging, 252–253
industrial sector, 280–282
lighting and cooking, 221
offices and buildings, 246–248
paper and pulp industry, 292
renewable, 64–70
retailing and, 181, 243–246
service sector use, 241–244
space heating, 216–219, 231
transportation, 70–72, 260–261
water heating, 220–221
EnergyGuide labels, 75, 137
Energy Policy and Conservation Act (1975), 262
Energy Star label electronics and appliances, 6, 75
housing, 219
importance to consumers, 135, 137, 200
restaurant equipment, 246
value-based pricing, 207
value over time, 105
Enhanced greenhouse effect, 37
Enteric fermentation, 42
Environmental actions
air pollution, 75–77
biodiversity, 82–83
climate change reduction, 60–64
energy conservation, 83–85
energy use, 64–75
land use, 80–82
ozone, 77
water pollution, 77–80
Environmental Defense Fund (EDF), 26, 307
Environmental management systems (EMS), 173
Environmental Product Declaration (EPD), 138
Environmental Protection Agency (EPA), 6, 64, 76, 107, 135, 202
Environmental Quality Company, 189
Environmental refugees, 38
EnXco, 3–4, 7
EPD (Environmental Product Declaration), 138
EPEAT (Electronics Products Environmental Assessment Tool), 247–248
Esty, Daniel, 227
Ethanol, 267
Ethylene, 291
Europe, 40, 82
European Carbon Exchange (ECX), 63
European Trading Scheme (ETS), 63
European Union, 189–191, 292–293
Evaluation and control phase, 25
External search, 225
Extreme green, 105–106, 204
Exxon Valdez, 27
Fair trade label, 138, 183
Fashion industry, 215–216
Fear and anxiety, 125–126, 128
Federal Trade Commission, 189, 312
Fertilizers, 290–291
Fetzer Vineyards, 6
F-gases, 39–40, 42–43
Financial assessment, 152
Financially based brand equity, 132
Financial markets, 10
Financial performance, 308–309
Fixed costs, 198
Fleet optimization, 169, 181
Flex fuel cars, 267
Fluorinated gases, 62
Food Alliance, 135
Food production, 221–222
Food retailing, 245–246
Ford Motor Company, 173, 192, 198, 267–268, 309, 310–311
Fortune magazine, 10
Fossil fuel consumption, 8, 41, 70
France, 37
Freedom of association, 312
Freight transportation, 275–276
Freshwater, 48, 77–78
Fuel efficiency, 12, 70–72, 267–269.
See also Transportation
Functional benefits, 107
Gasoline engines, 263, 267–269
Gates, 147
General demarketing, 140
General Electric, 10, 11–12, 224, 259, 306–307
General Motors, 227, 268
Generic need recognition, 224
Genzyme, 10
Geography segmentation, 98
Georgia-Pacific, 244
Geothermal energy, 69–70
Gillette, 171
Ginsberg, Jill M. (Figure 5–7), 105
Global positioning systems (GPS), 171, 269
Global Reporting Initiative (GRI), 302–303, 306
Global warming. See Climate change
Goodwill Industries, Inc., 13
Gore, Al, 180–181
Governmental entities, 27, 149
GPS (global positioning systems), 171, 269
Greenback greens, 98
Green branding, 132–135
Green Building Council, 202, 208, 247–248
Green design, 247–248
Green Electronics Council (GEC), 247
Greenfield development, 52
Green Globe certification, 252
Green Guide for Health Care, 250–252
Greenhouse effect, 37
Greenhouse gases (GHG), 38–43, 62–64, 181, 310
Greenland, 37

Copyright 2010 Cengage Learning. All Rights Reserved. May not be copied, scanned, or duplicated, in whole or in part. Due to electronic rights, some third party content may be suppressed from the eBook and/or eChapter(s). Editorial review has deemed that any suppressed content does not materially affect the overall learning experience. Cengage Learning reserves the right to remove additional content at any time if subsequent rights restrictions require it.
Green marketing benefits, 8–13
defined, 5–6
management, 6
participants, 14–15
strategic planning, 19–22
Greenpeace, 227, 301
GreenPoint Rated (GPR) system, 202
Green premium, 247
Greenwashing, 23, 133–134, 174
Grid-connected photovoltaic (PV) cells, 68
Group processes, 148
Grousers, 98
Gucci, 205
Guess, 215
Guide to Greener Electronics, 301
Hazardous waste, 234–235
HCCI (Homogenous-charge compression-ignition), 268
Health care, 250–252
Herve Mons brand, 186
HEV (hybrid electric vehicles), 275–276
HFCs (hydrofluoro-carbons), 42–43, 77
High-occupancy vehicle (HOV) lanes, 269
High-speed trains (HST), 258–260, 271–272
Hillsdale Fabricators, 280
Hitachi, 259
Holland, Inc., 245
Home Depot, 100
Homogenous-charge compression-ignition (HCCI), 268
Honda, 12, 227
Hoskins, Rebecca, 188
Hotels and lodging, 252–253
HOV (high-occupancy vehicle) lanes, 269
Human rights, 311–312
Humor, 123, 132
Hybrid electric vehicles (HEV), 275–276
Hybrid engines, 12, 95, 105, 183–184, 227–228, 265–267
Hydroelectric power, 67–68
Hydrofluoro-carbons (HFCs), 42–43, 77
Hydropower, 60–61
Hyundai, 140
IBLF (International Business Leaders Forum), 252
IBM, 149, 312
Idea generation, 147–150
IEA (International Energy Agency), 260–261
IKEA, 178–179, 189
Immelt, Jeff, 307
Implementation process, 25
Incongruities, 149
India, 28
Indoor air pollution, 47–48
Industrial gases, 290
Industry carbon emissions, 280–282
chemical production, 289–291
emissions standards, 293–295
nonmetallic minerals, 287–289
paper and pulp, 291–293
steel production, 282–287
Innovation defined, 146
pricing and, 205
process innovation, 154–158
product innovation, 146–154
Inorganic chemicals, 290
Inputs/outputs, 164–166, 243
Integrated brand promotion, 117–118
Integrated marketing communication, 116–118
Integrated urban road pricing, 72
Intelligent transportation system (ITS), 272–273
Internal constraints, 198
Internal search, 225
International Business Leaders Forum (IBLF), 252
International Energy Agency (IEA), 260–261
International Sustainable Development Foundation, 247
International Union for the Conservation of Nature, 310
Invasive alien species, 56
Inventory management, 170
Iowa, 3
Israel, 35–36
Japan, 272, 292
Jobs, Steve, 305
Joint implementation (JI), 63–64
Just-in-time (JIT) inventory, 13
Kamprad, Ingvar, 178
Kellogg’s, 100
Kenya, 60–61
Klimpton Hotels, 239–240
Kroger, 186–187, 189
Kyocera, 108, 110
Kyoto Protocol, 62–63, 65, 202, 305
Land degradation, 52–53, 80–81
Land use consumption and, 52–54
environmental actions, 80–82
retailing and, 181–182
LCD monitors, 9–10
Leadership in Energy and Environmental Design (LEED), 138, 202, 208, 247–248
Lead users, 148
Lean green, 104, 203
LED (light-emitting diode) technologies, 181
LEED (Leadership in Energy and Environmental Design), 138, 202, 208, 247–248
Legal constraints, 202–203
Legal system, 27
Level of profitability, 205
Levi Strauss, 104
Lexmark, 140, 311
Life cycle assessment, 137, 286
Lifestyles of health and sustainability (LOHAS), 94, 99–100, 104, 106–107, 186–187, 196
Light-emitting diode (LED) technologies, 181
Lighting and cooking, 221, 243–244
Light of Day Organics, 185, 187
Lignin, 292
Lithuania, 73
Living Earth Foundation, 312
Locally produced products, 245
Location of consumption, 230
lodging, 252
Logistics, 168–173
LOHAS (lifestyles of health and sustainability), 94, 99–100, 104, 106–107, 186–187, 196
Los Angeles, 273
Lotgering, Sophie, 99
Lundin Mining, 11
MacBook Air, 106
See also Green marketing
Markets
analysis, 94–96
attractiveness, 152
changes, 149–150
defined, 95
positioning, 106–110
segmentation, 95–103
testing, 152–153
Mass transit, 269–275
Material efficiency, 286
Material reductions, 286
Mayflower Vehicle System PLC, 166
McDonald’s, 11, 25–26, 100, 149, 245
Media, 27
Mercedes-Benz, 268
Mercer Color, 13
Merck, 310, 311
Merrell Footwear, 114–116, 134
Message strategy, 118–132
Metallurgy, 286
Methane, 41–42, 62, 221
Methanol, 289–290
Microsoft, 100, 167
Middle East, 35–36
MINI, 125, 126
Minnesota, 3–4
Mission statements, 22–24, 205–206
MIT, 171
Moerhle, Martin G., 155
Montreal Protocol, 43, 77
Multi-echelon inventory (MEI) tools, 170
Must meet requirements, 147
NAICS (North American Industry Classification System), 102
Narciso Rodriguez, 215
National Institute of Standards and Technology (NIST), 149
National Organic Program (NOP), 136
National Organic Standards (NOS), 136
Natural greenhouse effect, 37
Naturalities, 100
Natural Marketing Institute (NMI), 99
Natural products, 135
Natural Resources Defense Council, 307
Nature Conservancy, 307
Need recognition, 224
Nestlé’s, 105, 183
New construction, 73
New knowledge, 150
Niche marketing, 104
Nike, 97, 107, 132, 203
NIST (National Institute of Standards and Technology), 149
Nitrous oxide, 42, 62, 221
NMI (Natural Marketing Institute), 99
Nonfood retailing, 243–245
Nongovernment organizations (NGOs), 11, 27, 149
Nonmetallic mineral production, 287–289
Nonpoint sources, 51
NOP (National Organic Program), 136
Nordic Swan label, 139
North American Industry Classification System (NAICS), 101–102
NOS (National Organic Standards), 136
Obama, Barack, 259
Objectives
of advertising and promotion, 119–132
of strategic planning, 24–25
Occupational health and safety standards, 312
Oceans and fisheries, 50–51, 79–80
ODS (ozone-depleting substances), 43, 310
OECD (Organization for Economic Co-operation and Development), 44–45, 216, 260, 291
Off-grid solar systems, 68
Office equipment, 247–248
Offices and buildings, 246–248
Offshore wind farms, 4
OFPA (Organic Foods Production Act), 135
O’Guinn, Thomas C., 119
Old construction, 73
Olefins, 289–290
Opportunity costs, 201
Organic, defined, 135–136
Organic farming, 136
Organic Foods Production Act (OFPA), 135
Organic production, 135, 183–187
Organizational objectives, 24–25
Organization for Economic Co-operation and Development (OECD), 44–45, 216, 260, 291
Orlando, 274
Osram/Sylvania, 224
Ostensible demarketing, 140
Other intermediaries, 289
Ozone-depleting substances (ODS), 43, 310
Ozone depletion, 45–46
Pacific Gas and Electric, 208
Paint disposal, 201
Paper and pulp production, 291–293
Paper consumption, 232
Parasitic energy losses, 276
Particulate matter, 263–264
Patagonia, 103, 106, 133, 204–205
Peace River Water Authority, 140–141
Penetration pricing, 208
Pepsi, 23, 28, 100, 105, 183
Perceptual changes, 150
Perfluorocarbons (PFCs), 42–43
Personal selling, 116–117
Petrochemicals, 289–290
Pew Center, 307
PFCs (perfluorocarbons), 42–43
P&G (Procter and Gamble), 23
Point-of-sale displays, 115
Point sources, 51
Polyvinyl chloride (PVC), 301–302
Porter, Michael E., 164
Portland cement, 287–288
Positioning, 96, 106–110
Possession cost, 200
Postconsumption evaluation, 223–224, 232–235
Postretail packaging, 188–189
Power. See Energy
Preliminary assessments, 150–151
Prepurchase evaluation, 222–223, 227
Price lining, 208
Pricing
competitive action, 203–205
corporate mission and, 205–206
customer demand, 198–202
internal constraints, 198
legal constraints, 202–203
planning process, 197
strategies, 206–207
Private label products, 187, 198
Process innovation, 154–158
Index

Subaru, 133
Sugar Cane Paper Company, 189
Sun Microsystems, 304
Suppliers, 26
Supply chain, 13
Supply Chain Operations Reference (SCOR) model, 154
Supply cycles, 164–168, 180–183
Supporting services, 54
Sustainability. See also Sustainability reporting
  in the chemical industry, 291
  in the concrete industry, 288
  defined, 7
  examples, 7–8
  in the mission statement, 23–24
  paper and pulp industry, 292–293
  in the product line, 183–187
  scorecard, 166
  in the steel industry, 286–287
  supply cycles and, 164–166
Sustainability reporting
  benefits of, 304–306
  economic value, 308–309
  environmental value, 309–311
  overview, 306–308
  purposes of, 302–304
  social value, 311–313
Sustainable competitive advantage, 200
Sustainable Endowments Institute (SEI), 248
Sustainable Travel International (STI), 196–197, 206
Sweden, 73, 140
Sweepstakes, 115, 116
Target marketing, 95, 102–106
Target stores, 215, 244
Technical feasibility, 152
Technology, 169–170
Terrapass, 9
Tesla, 104, 199
Test marketing, 152
Texas, 3
Theory (fashion), 215
Theory of inventive problem solving, 155, 156
Third-party suppliers, 172–173
3M, 145–146
Timberland, 19–20, 24–25, 206, 309
Timing of consumption, 229–230
Toms, 131
Toyota, 21, 105, 132, 184, 201
Trader Joe’s, 107, 186
Transparency, 303
Transportation
  energy consumption, 260–261
  energy policies, 70–72
  freight, 275–276
  high-speed rail, 258–260
  mass transit, 269–275
  personal, 261–269
  Treestorfree.org, 118
  Trees for the Future, 134
  Triple bottom line, 7, 151–152, 164, 166
True blues, 98, 104, 196
U-factor, 218
Ukraine, 283
Unconcerned group, 101
Underwriters Laboratories, 227
Unexpected occurrences, 149
Uniform Product Code, 171
Unilever, 309
Union Carbide, 26–27, 290
United Nations, 6–7, 227, 304
United Nations Economic Commission for Europe (UNECE), 75
United Parcel Service, 100, 311
United States, 40, 64, 216
United States Climate Action Partnership, 307
Universal product code (UPC), 180
Unwanted Appliances, 233–234
UPC (universal product code), 180
UPS, 170
Urban expansion, 52
Urban sprawl, 182
Usage cost, 200
USDA (Department of Agriculture), 135–136
User positioning, 108
U.S. Post Office, 229
Value
  communication of (See Communication of value)
  economic reporting, 308–309
  environmental reporting, 309–311
  equation, 199
  market analysis and, 94–96
  market positioning, 106–110
  market segmentation and, 96–103
  social reporting, 311–313
  sustainability and, 29
  target marketing and, 103–106
Value added statement, 308
Value-based pricing, 207
Variable costs, 198
Vendors, 148
Verification, 139
Versace, 215
Vestfrost, 246
Volkswagen, 134, 265
Walmart
  organic products, 186
  private label products, 198
  product innovation and, 149
  renewable energy, 244
  reverse logistics, 169
  RFID, 171–172
  supply cycles, 180–181
  sustainability scorecard,
  166, 183–184
  Vendor Sustainability Criteria, 102–103
Waste Electrical and Electronic Equipment Directive (WEEE), 190
Waste Management, 119
Water conservation, 140–141, 231
Water heating, 220–221, 229, 231
Water pollution, 48–52, 77–80, 182–183
WedVer, 93–94
WEEE (Waste Electrical and Electronic Equipment Directive), 190
Westinghouse, 12
Wetlands International, 310
Wever, Renee, 99
WHO (World Health Organization), 78–79
Whole-building concept, 217
Whole Foods, 100, 108, 186, 187
Wind power, 3–4, 68
Winston, Andrew S., 227
Woolshire Carpet, 108–109
Word-of-mouth communication, 226
Word-of-mouth communication, 225
Working conditions, 166
World Health Organization (WHO), 78–79
World Resources Institute, 307
World Wildlife Federation (WWF), 126, 128–129
Xerox, 83