



The global green consumer - A cross border market

By Franziska Guhr

GRIN Verlag Mrz 2008, 2008. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2007 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 74,0, Northumbria University, course: International Marketing Management, 18 entries in the bibliography, language: English, abstract: This assignment is about the global green consumer and green marketing around the globe. Beside the theoretical information the example of The Body Shop shows the main issues of green marketing in practice. Table of contents: 1 CROSS BORDER MARKET SEGMENTATION 3 2 THE GLOBAL GREEN CONSUMER 3 2.1 Definition 3 2.1.1 The Body Shop 6 2.1.2 The product policy of The Body Shop 6 2.2 Reasons for the emergence of global green consumers 7 2.3 Problems in researching 8 2.4 Green marketing 10 2.5 Opportunities for the international marketer - now and in the future 12 2.6 Limitations of marketing such an international cross cultural segment 13 3 CONCLUSION 14 REFERENCE LIST 15 APPENDICES 18 24 pp. Englisch.



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