

INDEX

A

- AAA, 208
- Abrams, John, 19–20
- Abundance, 3, 4, 49, 57–67, 137, 259, 326
 - as business model, 95–104
 - and going green, 61
 - in Iceland’s energy system, 65–66
 - versus market share, 91–95
 - as marketing strategy, 68–78
 - versus prosperity, 59–60
 - versus scarcity, 57–59
 - and social change, 258–273
- Acción, 16
- Activism:
 - and arts, 256
 - environmental, 189, 235, 243–245, 265, 274, 279, 281
 - and marketing, 236
 - shareholder, 14
 - social, 250–253, 302–327
- Adbusters collective, 236
- Adobe (building material), 293
- Adobe (software), 93
- Advertising, 43, 92, 112, 125, 137, 144–146, 212, 222
 - alternatives to, 20, 81–86, 125, 141, 148
 - broadcast, 43, 82, 125
 - classified, 44, 46, 330
 - cooperative, 76, 83–84
 - deceptive, 171–172
 - direct mail, 102, 125, 331
 - pull vs. push, 43–49
 - radio, 82, 112

- and reputation management, 213–218
- saturation, 41
- television, 82
- and testimonials, 81–82
- trust-based, 25
- Yellow Pages, 44, 46
- Advertising Age*, 216
- Advertising Performance Equation, 47
- Adweek*, 149
- Agriculture, 81, 159–161, 189, 246, 263, 264, 288, 293, 298
 - biodynamic, 297–298
 - Community Supported, 160, 170
 - conventional, 267, 278
 - Demeter Certified. *See*
 - Agriculture: biodynamic.
 - hydroponic, 121
 - local, 158–161
 - organic, 12, 121, 142, 148, 154, 159–160, 170, 181, 184, 202, 225, 228, 278, 297–298, 240, 267, 277–279, 297–298, 325
 - and solar power, 300
 - veganic, 297
- Agritourism, 160
- Airbnb, 155
- Aharoni, Talia, 29
- Alinsky, Saul, 236, 262
- Alliance to Save Energy, 142
- Amazon.com, 74, 100, 217
- American Chemical Society, 263
- American Humane Association, 30
- America Online. *See* AOL
- Andersen, Arthur, 36–37
- Anderson, Eric, 95
- Anderson, Ray, 115–116
- Antion, Tom, 199
- AOL, 93, 216
- Apple Computer, 73, 91–93, 97, 165, 166, 219–220, 223
- Archer, Jeanne Smalling, 103
- “Ask Not What Your Country Can Do for You” speech, 238
- Aspen Institute, The, 17
- Associations, 14, 30, 69, 72, 76, 83, 85, 127, 148, 155, 160, 171, 199. *See also* organizations
- AT&T, 81
- Atlas, Debra, 122, 168
- Authenticity, 27, 102
- Autodesk, 144
- B**
- Bach, Johann Sebastian, 50
- Back-burner, 124
- Bailout, U.S. financial industry, 15, 33, 222
- Bainbridge, David, 304
- BALLE, 160
- Barber, Dan, 161
- Barter, 156, 199
- Bauer, Christopher, 30, 63
- Beal, Andy, 218
- Beatles, The, 50

- Beatnik movement, 201
 Ben & Jerry's, 18, 131, 250–253, 256, 280–281
 Benyus, Janine, 79, 283, 289–290, 292
 BerkShares, 157
 Berrigan, Dan and Phil, 236
 Best practices, 81, 203–213, 220
 environmental, 12–13, 110–112
 Best Practices Award, 148
 Beta test, 44
 Better Business Bureau, 214
Better Ethics Now, 30
 Bell, Chip, 53
 Bieber, Justin, 50
 Biochar, 173
 Biodegradable, 31, 117, 119–120, 139, 228
 Biodynamic agriculture, 297–298
 Biomimicry, 79, 289–90, 294, 311
 Blackberry, 93
 Blackshaw, Pete, 26–27
 Bloggers, 215, 216, 218, 248
 Blogs, 27, 125, 154, 166, 206, 209, 214, 215, 216, 217, 218, 248, 282, 293, 330
 Bloomberg, 149, 150
 Bloom Box, 127
 Bly, Bob, 75
 BNI, 64–65
 Body Shop, The, 249–250
 Boeing, 13
Book Business, 138
 Book Expo America, 138
 Books, list of, 331–334
 Booz Allen Hamilton, 17
 Boycotts, consumer, 13, 14, 26, 216.
 See also activism *and* power (of people's movements)
 BP, 146, 246
 Brand, building, 9–10, 74, 83, 142, 144, 146, 148, 149, 159, 202, 203, 206–213, 215, 219
 Branding, 26–27, 30, 91, 97, 224–229, 249, 252–253, 256, 274, 332
 Branson, Sir Richard, 308
 Bridgestone/Firestone, 29
 Brogan, Chris, 165
 Brownie baker, 131
 Bucaro, Frank C., 22
 Buddha, 262
 Buick, 222
 Bundling, 69, 71, 77, 321
 Burg, Bob, 63–64, 67, 292, 332
 Business Alliance for Local Living Economies, 160
Business Ethics, 17. *See also* CRO, *The*
 Business Networking International, 64–65
Business Week, 11
 Buy Local movement, 12, 154–161
 Byers, Patrick, 27, 209
- C**
- Calacanis, Jason, 215

- Cambridge University, 19
- Campaign, 12, 14, 30, 50, 60, 83, 87, 101, 105, 131, 143, 147, 158–159, 165, 215–217, 226, 229, 237, 244, 247, 249, 252, 254, 267, 304, 311, 330
- Canadian Code of Advertising Standards, 171
- Canadian Competition Bureau, 171
- Canadian Standards Association, 171
- Carbon footprint, 114, 115, 121, 129, 135, 140, 141, 154, 178–179, 180, 270
- Carbon labeling, 136
- Carbon tax, 306–307
- Carnegie, Andrew, 242
- Carnival (cruise line), 111
- Carter, Jimmy, 237
- Carter, Majora, 236
- Catastrophic climate change. *See* climate change
- Catch a Piece of Maine, 206–207
- Category killers, 103
- Causewired*, 215
- Center for Investigative Reporting, 161
- Certifications, 116, 132, 139, 145, 167–170, 175–176, 228, 277, 279–282, 297
- Chamber of commerce, 75–76, 85, 160
- Chappell, Kate and Tom, 165
- Charity. *See* marketing: charity/cause-related
- Charity: Water, 123
- Chelsea Green, 19, 137
- Chernobyl, 188
- Chevrolet, 224, 320
- Chevrolet Nova, 71
- Chouinard, Yvon, 148
- Chrysler Corporation, 102, 22
- Chungfat, Melissa, 137–139, 164
- CIGNA, 215
- CISA. *See* Communities Involved in Sustainable Agriculture
- Civil disobedience, 187–188
- Civil Rights movement, 188, 237–238, 241, 307, 311. *See also* King, Jr., Martin Luther
- Claiborne, Scottie, 61
- Clamshell Alliance, 187–188
- Clark, Brian, 86
- Clemson University, 32
- Clif Bar, 18
- Cliff, Jimmy, 203
- Climate change, 3, 4, 7, 11, 14, 54, 59, 61, 78, 88, 97, 133, 134–137, 147, 174–175, 179, 180, 185, 186, 229, 239, 245–247, 259, 262–266, 271, 272–273, 281, 296, 302, 304, 308, 325, 326, 331, 333. *See also* carbon footprint, global warming *and* activism

- Climate Change in the American Mind*, 182
- Clinton, Bill, 237
- CNN, 211, 216
- Coca-Cola, 41, 51, 96
- Cohen, Ben, 14, 82
- Coke. *See* Coca-Cola
- Colgate-Palmolive, 165
- Coldwater Challenge, 143. *See also*
Tide Coldwater
- Common Cause, 250–252
Common Cause Education Fund, 251
- Common good corporations, 253–254
- Communities Involved in Sustainable Agriculture, 158–161
- Community organizing, 80, 237
- Community service, 18
- Competitive advantage, 140, 147, 284, 287, 323, 332
- Computers, 45, 77, 120, 126, 140, 144, 204, 220, 268–270, 303
market share in, 91–93
- Conference Board, The, 13
- Consumer Reports*, 44, 214
- Consumers: . *See also* customers.
acquisition of, 43, 44, 46, 146, 208
African-American, 11, 12
amenities for, 71
anger of, 39, 214–216
Asian, 12
and Buy Local movement, 158–161
Deep Green, 177, 179, 180–182
with disabilities, 12
gay and lesbian/LGBT, 12
green/environmentally conscious, 96, 113, 117, 123, 124, 125, 135–137, 139, 142–143, 145–147, 154, 155, 165, 167, 171, 172, 177, 179–185, 226, 228, 229, 277, 299
intelligence and, 20, 50, 166, 200, 237–238, 274–275
Latino-American, 11, 12
Lazy Green, 113, 179, 182–185
luxury, 207
Nongreen/Anti-Green, 180, 185
non-Western, 12, 128–131, 324
protection of, 28, 161–162, 167–169, 240, 246
resistance to advertising and marketing, 45
retention of, 32, 34–35, 79–80, 89, 113, 208, 211, 219
socially conscious, 8–14, 21, 113, 253, 321
and trust/confidence, 25, 27, 28, 220, 223
- Contract with America, 237
- Cooley Dickinson Hospital, 148
- Cooperative Life Leader*, 76
- Cooperatives, 70–72, 84–85, 101, 228

- Cooperative Wholesale Services, 13
- Co-ops. *See* cooperatives
- Copywriters, 51, 60, 71–72, 75, 78, 178, 194, 226
- Copywriting, 35, 36, 49–51, 93, 96, 172, 178–179, 193–197, 329, 330
- Corporate Accountability
International, 14
- Corporate social responsibility, 4, 13, 24, 29–30, 256
- Covey, Stephen M. R., 24
- Cox Enterprises, 112
- Cradle-to-cradle, 152
- Credibility, building, 26–27, 157, 167–170, 175, 249
- Crest,
- Crimson & Clover Farm, 277–278
- CRO, The*, 17. *See also Business Ethics*
- Crooks, 104
- Cross-promotion,
- CSR. *See* corporate social responsibility
- Cultural Creatives (personality type), 113
- Curitiba, Brazil, 286
- Customer Delight Principle, The*, 203, 332
- Customers, 3, 4, 5, 8, 20, 22, 47, 55, 75, 95, 97, 111, 117, 202, 226–227, 259, 286, 300, 324
- attraction of, 20, 43, 44, 45, 46, 50–51, 54, 59, 76, 94, 97, 100, 104, 113, 144, 281, 318
- delight. *See* customers: satisfaction
- experience, 27, 204, 209–213, 319
- feedback/data from, 44, 55, 62, 204, 208
- focus on, 51
- green/socially conscious, 13–14, 17–18, 20, 26, 31, 86, 97, 111, 116–163, 167, 174, 175, 177, 180–185, 207, 228–229, 249–253, 254–257, 277
- loyalty of, 13, 17, 22, 26, 72, 84–85, 219–223, 253
- as marketing evangelists, 23, 26, 41, 50, 81–86, 203, 320
- personas of, 50–51
- relationship management, 3, 8, 89, 156, 203–213
- retention of, 20, 23, 26, 32, 34–35, 48, 79–80, 89, 102–104, 113, 141, 208–209, 211, 219
- satisfaction, 31, 34–35, 203–213
- service, 27–28, 34–35, 45, 49, 63, 203–223
- sharing of, 69, 72–73, 75, 77, 105
- transaction-oriented versus relation-oriented, 31, 32, 89, 90, 195, 204–205, 255

- variation in buying style among, 202, 204, 226
- Cycon, Dean, 148, 332
- D**
- Da Vinci, Leonardo, 284, 311
- Davis, Mikhail, 115
- Day, Dorothy, 262
- “Day of Infamy” speech, 238
- Dear Abby, 74
- Deep Greens. *See* consumers: Deep Green
- Degrees of separation, three versus six, 62
- Dell, 120, 204
- Dellinger, Dave, 262
- Deloitte, 24
- Demeter biodynamic certification, 297
- Deming, Barbara, 262
- Diet for a Small Planet*, 311
- Digg, 218
- Direct mail. *See* advertising: direct mail
- Dishonesty, 3, 44, 104, 170–175
- Disney, 213
- d.light, 129–131
- Domini, 16, 18
- Donations, 19, 29, 85, 103, 131, 182, 217, 249, 251, 252, 254, 255, 270, 319–322
- Don't Think of an Elephant*, 87
- DOS, 93
- Dow Chemical, 13, 178
- Dow Jones, 218
- E**
- Early-mover advantage. *See* first-mover advantage
- Earth Day, 139
- Eastman Chemical, 10
- Ebooks, 48, 60, 61, 270
- Eco-friendliness, 11, 23, 116, 119, 139, 140, 146, 157, 165, 171–172, 175, 177, 184, 189, 207, 296
- Ecology of Commerce, The*, 115
- Eco-resort, 162
- Eco-safe, 140, 164
- Ecosystems, 3, 239, 265, 288, 290, 295, 325
- Edelman, 9
- Edelman Trust Barometer, 25
- Edgar, Bob, 251
- Edison, Thomas, 54, 310
- Edwards, Andres, 332
- Edwards, John, 215
- Edwards, Paul and Sarah, 156
- E. F. Schumacher Society, 154–155, 283
- 80/20 rule. *See* Pareto Principle
- Eisenberg, Jeffrey and Bryan, 51
- Elizabeth Charles & Associates, 72
- Elm Street Economy, 156
- Elworthy, Scilla, 262

- Email, 25, 36, 75,85, 130, 179, 209, 251, 266, 277
 capturing addresses, 48–49
 discussion lists, 46, 63, 214
- Empire State Building, 122, 285
- Employer-employee relationship, 18
- Endless Referrals*, 63, 332
 “Endless Referrals”, 64
- Energy:
 abundance of,
 AC vs. DC, 305
 agriculture and, 267, 297
 bacterial, 271, 294
 biofuel or biomass, 126, 173, 271
 captured from human output,
 116, 118–119, 300, 311
 clean. *See* energy: renewable
 conservation of, 61, 65, 114, 122,
 127, 135, 140, 142, 147,
 167, 169, 180, 181, 229,
 240, 270, 284–288, 291,
 293, 299, 301, 305
 cost of, 153, 161, 239, 264, 271,
 299
 efficiency. *See* energy:
 conservation of
 footprint, 116, 179, 304
 fossil fuel, 118, 186, 239, 240,
 267, 271, 272, 309
 fuel cell/hydrogen, 34, 127, 267,
 285
 geothermal, 34, 65–66, 181,187,
 265, 267
 hot water and, 117, 142–143,
 299
 hydro, 65, 121, 181, 265, 267,
 271
 in Iceland, 65–66
 magnetic, 267, 271
 net-zero/net-positive, 114, 120,
 153, 271, 293, 295, 304, 309
 nuclear, 173–174, 186, 187–188,
 239–240, 271, 272, 274–276
 reform, 33, 271
 renewable, 34, 65, 116, 130, 184,
 187, 240, 246, 250, 264,
 265–267, 271, 272, 284,
 293, 304–305, 310
 retrofits, 122, 136, 272, 285
 savings, 122, 129, 130, 152, 153,
 187, 240, 246, 284, 285, 299
 solar, 11, 34, 57, 115, 122–123,
 127, 129, 131, 181, 182,
 187, 152, 246, 265, 267,
 287, 291, 294, 305, 310
 storage, 265, 273
 subsidies of, 186, 309, 310
 sufficiency, 264, 266
 tidal, 34, 246, 267, 271, 310
 wars over, 153, 267–268
 wind, 34, 57, 121, 128, 181, 187,
 197, 246, 265, 267, 287, 310
 wood, 79, 288
- Enron, 24, 26, 36
- Entrepreneur*, 99

- Entrepreneurship, 11, 120–133,
280–306, 319–325, 332–333
- Environics International, 13
- Environmental footprint. *See* carbon
footprint *and* energy
- Environmental responsibility, 9, 12,
17, 21
- Ethical investing, 15–18
and employee attraction, 17–20
- Epstein, Alex, 264–266
- Ethical Markets*, 33
- Ethics, 3, 6–7, 13, 36–37, 63, 89,
97, 98, 112–113, 162, 181, 182,
249, 259, 278, 326, 330
and consumer spending, 13–14
and environmental responsibility,
112–113, 141
as performance driver, 22–28,
30–34, 112, 250–252, 324
and reputation management,
213–218
- Europe, 12, 66, 122, 124, 168, 173,
224, 227, 240, 246, 271, 303,
306
- European Union, 121, 161–162, 227
- Evolved Enterprise*, 311
- Excel, 93
- Experience Engineering, 210–212
- Exposed*, 161
- ExxonMobil, 10, 14, 246
- E-zines, 69, 205, 218
- F**
- Facebook, 218, 251–252, 330
- Fair trade, 12, 111, 120, 148, 162,
167, 168, 170, 182, 228, 235,
250, 281, 324
- Falwell, Jerry, 237
- Fast Company*, 241, 319
- FedEx, 71
- Ferrari, Vincent, 216
- Fidlar-Doubleday, 139–141
- Financial Times*, 13
- Finca, 16
- Finding the Sweet Spot*, 26
- Firestone, Harvey, 310
- First-mover advantage, 146–147, 162
- Five College Program in Peace and
World Security Studies, 261
- 1-800-FLOWERS, 81
- Focus group, 44, 51, 242
- Food Bank of Greater Boston, 217
- Food Bank of Western Massachusets,
255
- Forbes*, 222, 273
- Ford Edsel, 51
- Ford Escort, 71
- Ford, Henry, 303, 310
- Ford Motor Company, 28, 30, 51,
114, 186, 225
- Ford Taurus, 51, 202
- Forest Stewardship Council, 116, 139
- Fortune*, 26
- Fortune at the Bottom of the Pyramid*,
The, 128, 332

- Framing, 86–88, 137, 177, 233, 237, 282, 320
- Franklin, Ben, 236, 284, 310–311
- Freiberg, Kevin and Jackie, 94
- Frey, David, 83
- Fried, Elizabeth, 199
- Friedman, Dina, 144
- Friedman, Thomas, 333
- Friends of the Earth, 171, 308
- FSC. *See* Forest Stewardship Council
- Fukushima, 188
- Fuller, R. Buckminster, 284, 310
- Fuller, Millard, 312
- Futerra Sustainability
Communications, 164
- Fortune at the Bottom of the Pyramid*, 128
- G**
- Gallup International, 25
- Gandhi, Mohandas K., 188, 262, 274, 311
- General Electric, 12, 93, 110, 123, 156, 186
- General Mills, 142, 173
- General Motors, 5, 28, 93, 100, 111, 220–222, 224
- Genetically modified organisms, 239–240, 247, 267, 277–279
- Gingrich, Newt, 237
- “Give the People What They Want”, 203
- Glassman, Bernie, 132
- Glazer, Bill, 215
- Global warming, 11, 12, 88, 141, 155, 165, 272. *See also* climate change
- GMOs. *See* genetically modified organisms
- Godin, Seth, 102
- Golden Rule, The, 6, 7, 44
- Goodwill, 23, 66, 215
- Google, 5–6, 11, 44, 61, 100, 127, 135, 149, 150, 218
- Grameen Bank, 15, 182
- Grameen Phone, 305
- Grassroots activity. *See* power (of people’s movements)
- Grassroots Marketing*, 20, 49, 82, 100, 193
- Grassroots Marketing for Authors and Publishers*, 52
- Grayston Bakery, 131, 132, 181, 250
- Green America, 135, 235, 254, 256
- GreenAmericaToday.org, 84
- GreenBiz.com, 150, 169, 177
- Green burials/funerals, 120
- Greenfield, Jerry, 250
- “Green Hippocratic Oath”, 19
- Green investing. *See* ethical investing
- Green movement, elements of:
buildings, 135, 136, 151, 152, 271
business strategy, advantages of, 134–138
energy. *See* energy: renewable

- engineering, 154
- food, 135, 225. *See also* organic
- jobs, 127
- lifestyle, 120, 134, 182
- media, 136
- principles, 13
- products and services, 31, 109, 111, 113, 116–150
- transportation, 30, 79, 140, 141, 147, 189, 268, 285–287, 289, 293
- Greenpeace, 235
- Green printing, 116–117, 137, 138–141, 184
- GreenSource*, 144–145
- Green Scissors movement, 308
- Greenwashing, 146, 170–175, 292,
- Greyston Bakery, 18, 131–132, 181, 250, 321
- Grossman, David, 172
- Guarantee, 27, 162, 210, 227, 272, 316, 322. *See also* warranty
- Guerrilla Entrepreneur*, 234
- Guerrilla Marketing for Free*, 49
- H**
- Häagen-Dazs, 252
- Habitat for Humanity, 312
- Halbert, Gary, 196
- Hard Rock Café, 213
- Harris poll, 25
- Harry Potter* series, 226
- Harvard Business School, 19
- Harvard Business Review*, 28
- Havas PR, 8
- Hawken, Paul, 115
- Hawthorne Valley Farm, 297
- Hayes, Brett, 208–209
- Hayes, Randy, 307
- health care, 153, 158, 189, 267, 269, 315, 324
- Henderson, Hazel, 33–34
- Hershey, 213, 235
- Hewlett-Packard, 5, 117, 241–243
- Hiam, Alexander, 34–35, 211
- Hirshberg, Gary, 141
- Hoffman, Abbie, 236, 262
- Holdren, John, 262
- Home Depot, 101
- Honest Tea, 96
- Honesty, 20, 25, 44, 50, 75, 104, 134, 168, 169, 170–175, 180, 196, 218, 221, 259
- Honesty principle, 30–37
- Horowitz, Shel, 6, 20, 21, 31–32, 35, 36, 46–47, 49, 51, 52, 54, 57, 60, 61, 63, 65, 71, 72, 73, 77–78, 81–82, 86, 88, 93, 95–97, 100, 118, 119, 121, 128, 130, 133, 142, 144, 151–154, 159, 162, 169, 173, 177, 178–179, 187–189, 193, 195, 196–197, 202, 210, 213, 216, 219, 225, 226, 234, 243–244, 255–258, 270, 274–276, 293, 302–303, 326–332

- Hotmail, 35, 78
 hOurworld, 158
 Housing, 136, 289, 293, 321
 planning, 189, 268
 shortage, 286
 HP. *See* Hewlett-Packard
 Hsieh, Tony, 216–217
Huffington Post, The, 149
 Hydropower. *See* energy: hydro
 Hydroponic agriculture, 121
 Hydros bottle, 173
 Hype, avoiding, 51, 141, 165–169,
 195, 275
 Hypercar, 285–286
 Hyundai, 27–28
- I**
- IBM, 73, 77, 91–93, 97, 123
 “I Have a Dream” speech, 238
Impact Factor, The, 319
 Impact quotient, 47
 Incentive programs, 84–85, 196, 219,
 365–266
 Ingram, Bob, 199
 Inspiration, 205, 291, 303
 Instant messaging, 209
 Integrity, 86, 317
 Integrity principle, 30–37, 259
 Intelligence of nature, 287, 289–291
 Intercontinental Hotels, 84–85
 Interface Carpets, 115–116
 Interfaith Center on Corporate
 Responsibility, 14
International Business Times, 19
 Internet, 112, 134, 220, 229, 243,
 300, 316. *See also* social media
 and social networking sites
 in developing countries, 269, 306
 discussion groups and forums, 44,
 48, 69, 198, 214, 218
 marketing on. *See* marketing: on
 the Internet
 searches, 5–6, 11, 135, 149. *See*
 also Google
 users, 12, 268, 269
 Intervale, 287–288
 Investing, 29, 32, 66, 93, 153, 156,
 206, 217, 264, 286, 299
 in corporate sustainability, 110,
 122, 235
 return on, 62, 110, 122
 socially responsible, 13–18,
 23–24, 236, 253
Invisible Close, The, 196
 iPhone, 93
 iPod, 93, 165
 Ithaca Hours, 157
 IW Financial, 14
- J**
- J. D. Power & Associates, 221–222
 Jefferson, Thomas, 236
 Jesus, 262, 311
 Johnson & Johnson, 28, 216
 Johnson, Lyndon, 279
 Johnson, Paul, 82

- Joint ventures, 23, 69, 71, 73, 77–78
 Internet-based, 74–75, 80
- Jones, Van, 185–186, 236, 245, 333
- Joyner, Mark, 196
- JVs. *See* joint ventures
- K**
- Kawasaki, Guy, 219
- Kearney, A. T., 17
- Keiningham, Timothy, 203–204, 207, 332
- Klein, Naomi, 266
- Kelleher, Herb, 94
- Kenguru, 293
- Kennedy, John F., 238
- Kersey, Cynthia, 311, 312–315
- Khurana, Rakesh, 19
- King, Jr., Martin Luther, 14, 236–237, 263, 311
- Kingston, Darin, 130
- Kiva.org, 15, 182
- Klare, Michael, 261
- Kosher, 96, 148, 170
- Kremer, John, 62, 268, 283, 289, 292
- Kurtz, Wendy Shill, 72
- L**
- Labor, 18, 155
 child, 9
 clean energy and, 186, 189
 and company ownership, 20, 155, 256
 conditions surrounding, 12, 26, 166, 228, 249
 costs associated with, 18
 practices of individual companies, 18, 131, 221, 250, 323
 sweatshop or exploitive, 9, 112, 268
 unions, 14, 221, 222
- Lakoff, George, 87
- Lakey, George, 262
- Lappé, Frances Moore, 311, 315–317
- Law of attraction, 59
- Lazy Greens. *See* consumers: Lazy Green
- LED, 31, 111, 115, 116, 127, 129, 182, 270, 305
- “Let Your Customer Sell You”, 82
- Levinson, Jay Conrad, 6, 49, 58, 63, 71, 81, 99, 119, 189, 234, 329
- Levison, Ivan, 178–179
- Lexus, 174, 221, 285
- Light bulbs, compact fluorescent, 270
- Light emitting diode. *See* LED
- Limbaugh, Rush, 237
- Local Economy movement. *See* Buy Local movement
- Local Hero campaign, 158–159
- Lockheed Martin, 10
- Loeb, William, 187
- LOHAS, 14, 113, 183
- Lovins, Amory, 135, 152–153, 238, 240, 273, 283, 284–287, 292, 294, 296, 299, 304, 305, 310

Lovins, L. Hunter, 16

Lowe's, 101

Loyalty:

brand, 10, 212

customer, 10, 12, 13, 17, 22, 26,
32, 35, 72, 84–85, 89, 137,
203, 219–223, 253

employee, 18, 22, 29

Loyalty programs, 84–85, 219–223

Loyalty-to-evangelism programs, 89,
203

LRP Designs, 200

M

Maala Index, 29

Macintosh Way, The, 219

Mackey, John, 186

Magazine of Sustainable Design, 144

Magic Triangle, 30–37. *See also*

quality, integrity *and* honesty

Mahdjoubi, Mehrdad, 117

Makower, Joel, 137, 169, 332

Maladaptation, 290

Malthus, Thomas Robert, 56

Mandossian, Alex, 74

Marcal, 143, 152, 181

Marketing:

abundance mentality in, 68–78,
91–95

affinity. *See* marketing: charity/
cause-related

biological, 62, 66, 268, 283, 289,
295

business-to-business, 25

charity/cause-related, 12, 19,
29–30, 49, 86, 89, 170, 182,
213, 222, 248–257, 319–325

cooperative, 20, 59–61, 68–
81, 84–86, 90, 101, 162, 259

as courtship, 5

discussion group, 46–47, 48, 198

ethical, 22–28, 30–34, 112,
250–252, 259, 324

evangelists, 32, 41, 50, 81–86,
178, 203

frequency of, 42–47, 54

green messaging in, 134–165,
170, 295, 326

on the Internet, 60, 74–75, 199.

See also marketing: discussion
group, social media, *and*
social networking sites

new matrix, 41–55

niche, 69–73, 96–97, 103, 123,
133, 144, 163, 178, 179,
198, 224

as partnership, 5, 30, 42, 49, 69,
74–77, 80, 84, 85, 89, 142,
148, 156, 189, 206, 219–
220, 248, 250–251, 256,
257, 325

people-centered, 8, 49, 100, 104

pull versus push, 43–49, 54

relevance of, 41–55, 320

as social change, 233–247

of social change groups, 96, 226

- speaking as, 20, 48, 74, 125, 151, 198–200, 238, 274, 330
- viral, 82, 84, 127, 143, 215
- as weapon of war, 3
- win-lose, 8, 49, 98–105
- win-win, 4, 80, 90, 100, 158, 220, 223
- word-of-mouth, 28, 32, 62, 211, 219, 333
- Marketing Best Practices*, 83
- Marketing collateral, 77, 140
- MarketingExperiments.com, 212
- Marketing jujitsu, 102–103, 264
- MarketingProfs.com, 203
- MarketingSherpa.com, 208, 218
- Marketing That Puts People First
 - concept. *See* marketing: people-centered
- Market potential, 47
- Market share, 47, 91–105, 141, 259, 331
- MarketWatch*, 19
- Marks and Spencer, 111
- Marshall, Perry, 300
- Marshall Plan, 271
- Mazda, 71
- McArthur, Ken, 311, 317–319
- McCann, Jim, 81
- McDonald's, 41, 96
- McElhaney, Kellie A., 30
- McGraw-Hill, 63, 144
- McKibben, Bill, 136
- McKinsey, 135
- Media, 19, 50, 51, 81, 104, 114, 144, 216, 276, 282, 316, 330
 - advertising in, 101, 222
 - distortions, 162
 - electronic,
 - green, 136, 150
 - publicity in, 20, 98–100, 125, 198, 234, 248, 274
 - pull, 46
 - push, 46
- Melton, Myelita, 52
- Meranus, Rachel, 99
- Mercedes-Benz USA, 207–208
- Mercury, 222
- Merrill Lynch, 23
- Messaging, instant, 209
- Microclimates, 295
- Microlending, 15, 182, 324
- Microsoft, 77, 92, 100, 111
 - Microsoft Excel, 93
 - Microsoft Windows, 93
- Middleton, Robert, 205
- Millennium Development Goals,
 - UN, 260, 307
- Mini-Cooper, 293
- Mister Ellie Pooh, 126, 293
- MIT, 89
- Mollner, Terry, 253, 280
- Monsanto, 240, 276–279
- More Clients*, 205
- Morehouse, Ward, 262
- Motorola, 73
- Motrin, 216

- MSCI KLD, 16
- Museum Store, The, 213
- Musk, Elon, 273
- Myers, Karen, 196
- N**
- Naam, Ramez, 56
- Natural Capitalism*, 16, 287
- Natural resources, renewal of, 155
- Nature's Path, 142
- Neighborhood business associations, 76
- Nestlé, 171–172
- Nestlé Pure Life, 171–172
- Net zero/net-positive, 116, 266 *See also* energy: net-zero/net-positive emissions/discharges, 115, 117, 235, 288
energy, 114, 120, 153, 271, 293, 295, 304, 309
environmental footprint, 115
erosion, 289
waste, 115, 117, 147, 152, 153, 181, 288, 289, 304
water, 153, 309
- Networking, traditional, 19, 64, 66, 67, 85
- Neve Shalom/Wahat al-Salam, 80
- New Coke, 51
- New Right, 237
- News releases. *See* press releases
- Newsletters, 48, 60, 63, 74, 85, 139–141, 206, 215, 254, 330
- New York Times, The*, 92, 161, 173, 276
- NGO. *See* nongovernmental organizations
- “Nice Guys Finish Last”, 7
- Nicollet Avenue (Minneapolis), 76
- 9/11/2001, 60, 87
- Nobel Peace Prize, 16, 148
- Nohria, Nitin, 19
- Non-chlorine, 119, 140–141
- Nongovernmental organizations, 87, 131, 260, 326. *See also* nonprofit organizations
- Nongreens. *See* consumers: Nongreen/Anti-Green
- Nonprofit organizations, 19, 80, 87, 90, 199, 219, 222, 293, 306, 321, 323, 325, 326, 330, 331. *See also* nongovernmental organizations
- Nordstrom, 219, 223
- Norman, Al, 103
- Nuclear Regulatory Commission, 275
- O**
- Oates, Stephen B., 237–238
- Obama, Barack, 87, 237, 252, 262
- Ochman, B. L., 60
- Olivastri, Beatrice, 171
- 1001 Ways to Market Your Books*, 62
- Opportunity cost, 71
- Order, refusing, 35–37

- Organic. *See* products: organic *and* agriculture: organic
- Organizations, 13, 15, 18, 72, 77, 79, 80, 85–86, 102, 146, 148, 156–160, 163, 193, 199, 203, 204, 222, 243, 250, 252, 254–257, 263, 280, 298, 317, 329–330, 333. *See also* associations, nongovernmental organizations *and* nonprofit organizations
- Oslo Business for Peace Award, 148
- Ottman, Jacquelyn, 143, 165, 332
- Oxford University, 19
- P**
- Packaging, 62, 79, 120, 141–144, 165, 170, 176, 184, 225, 226, 228, 246, 322
- PageMaker, 93
- Painless Green*, 61, 270
- Pandora.com, 210
- Pareto Principle, 300, 301
- Partnerships, 17, 20, 23, 31, 73, 131, 170, 221, 223, 236, 254, 260, 287, 314–315, 319, 320, 323. *See also* joint ventures *and* marketing: as partnership
- Parts per million. *See* PPM
- Payne, Tom, 236
- Peace, 3, 4, 7, 32, 54, 59, 60, 68, 78, 80, 81, 87, 97, 133, 156, 188, 254, 257, 259, 261–262, 267–269, 281, 302, 304–305, 309, 311, 325, 326, 331
- Peace Corps, 131
- Peanuts comic strip, 74
- Pedigree (pet food), 30
- Personal experience factor, 47, 274
- Philanthropy, 9, 29, 61, 234, 242, 256, 313. *See also* marketing: charity/cause-related, microlending *and* partnerships
- Photoshop, 93
- Photos, product, 209
- Photovoltaic. *See* solar
- Piece of the Pie Day, 255
- Ping, Martin, 297
- Pioneer Valley Local First, 159
- Pioneer Valley of Massachusetts, 158–161, 277
- Plenty*, 136
- Polak, Paul, 128
- Political capital, 87, 103
- Pollard, Dave, 26, 73
- Polluter pay principle, 307
- Pollution reduction, 26, 80, 129, 135, 153, 187, 267, 296. *See also* carbon tax
- Positive persuasion principle, 63, 241. *See also* winning without intimidation principle
- Post-consumer waste, 116
- Power (energy). *See* energy
- Power (of people's movements), 4, 14, 7, 80, 87, 187–188, 235–238,

- 242–245, 249, 256, 260–262, 268, 274, 279, 303–306, 333–334
- Power PC, 73
- PPM, 153, 239, 262, 264, 266, 279
- PR. *See* press releases *and* publicity
- Practical visionaries, 283–294, 295, 299, 311
- Prahalad, C.K., 128, 130, 332
- Prakash, Manu, 132
- Predators, 100–105, 254, 265
- Premium pricing, 135, 158
- Premium products, 207, 252
- Premiums: 196, 199
- Press releases, 14, 78, 82, 197, 235, 243, 330
- Prince of Wales Business Leaders Forum, The, 13
- Principled Profit*, 60
- Principles for Responsible Investment, United Nations, 13
- Prius. *See* Toyota Prius
- Procter & Gamble, 142, 299
- Products, organic, 111, 116, 139, 141, 154, 162, 166, 168–169, 182, 199, 228, 322
- Professional associations. *See* trade associations
- Profitability, 89, 93–97, 147, 204, 223, 226, 256
assessments, 326
and market share, 94
- Prosperity consciousness, 57–59
- Publicity, 20, 36, 83, 85, 100, 117, 125, 148, 149–150, 172, 248. *See also* media: publicity in
negative, 24. *See also* reputation management
- Pull marketing. *See* marketing: pull versus push
- Purus, 297
- Push marketing. *See* marketing: pull versus push
- ## Q
- Quality, 9, 10, 193, 220, 259
of client, 35, 36
of experience, 20, 49, 222
of healthcare, 267
of life, 34, 61, 80, 264
of light from LEDs, 129, 131, 270
of message, 42, 54
and mineral/fossil fuel extraction, 239
of networking contacts, 64
of organic foods, 304
of recycled products, 114
- Quality principle, 30–36
- Quark Xpress, 93
- Quinn, Bill, 103
- ## R
- Radical Transparency*, 218
- Rad, Carmen, 117

- Radio, 82, 98, 112, 125, 161, 198, 248, 303, 330
- Ratner, Dave, 103–104
- Raymond, Lee, 14
- Ready, Brendan, 206–207
- Reagan, Ronald, 237
- Real Green*, 254
- Recession, 9, 10, 17, 32–33, 135
- Recycled, 115–117, 139–141, 143–5, 152, 170–172, 181, 189, 292, 293, 297
- Referral programs, 84–85
- Referrals, 35, 64, 68, 72–73, 78, 81–83, 100
- Reframing. *See* framing
- Regeneration/regenerativity, 59, 114, 228, 241, 247, 259, 266–273, 286, 295
- Renewable Energy Credits, 184
- RentQuick.com, 208–209
- Reputation management, 50, 86, 213–218, 220, 249
- Responsible Marketing blog, 27, 209
- Responsiveness, 27
- Retallick, Martha, 200
- Return on investment, 62, 110, 122, 204
- RMI. *See* Rocky Mountain Institute
- Rocky Mountain Institute, 240, 285–286. *See also* Lovins, Amory
- Roddick, Dame Anita, 249–250, 252
- ROI. *See* return on investment
- Roosevelt, Franklin D., 238
- Roundup, 276–279
- Rubbermaid, 217
- Rubin, Jerry, 236
- Rushing, Denise 157–158
- Ruta, Gwen, 236
- Rutland Center for Ethics, 32
- S**
- Sales volume formula, 47
- S&P 500, 16–17, 26, 253
- Sarbanes-Oxley Act, 24–25
- Sarkisyan, Nataline, 215
- Sasevich, Lisa, 196–197
- Satisfied Customers Tell Three Friends...*, 26
- Saturn, 220–222, 223
- “Save the Mountain” campaign, 243–244, 247, 248, 304
- Schapiro, Mark, 161
- Schumacher Center for New Economics, The, 154–155, 157, 283
- Scott, Alan, 218
- Scrip, 103, 254–255
- Seabrook nuclear plant occupation, 187–188
- Search engines, 46, 61, 78. *See also* Google *and* Internet: searches
- Secret, The (movie), 59
- Seinfeld, Jerry, 118
- Selwyn, Padi, 199
- SendOutCards, 65
- SEO. *See* search engines

- September 11th. *See* 9/11/2001
- Servas, 156
- Service Star, 101
- Seventh Generation, 256
- Share of market. *See* market share
- Share of mind, 47
- Share of voice, 47
- Sharp, Gene, 262
- Sherven, Judith, 195
- Shue, Henry, 316
- Siemens, 13
- Silver, Yanik, 311, 319–325
- Snelling, Lucas, 46
- Sniechowski, Jim, 195
- Social benefits, 194, 200, 222, 256
- Social capital, 26
- Social change, 61, 93, 96, 112, 113–114, 132, 148–149, 226, 248–257, 292, 308, 309, 311, 312–327, 330–332
as marketing, 233–247
- Social consciousness, 9–11, 112, 160, 187, 241, 252, 256, 326, 330–331
- Social entrepreneurship. *See* entrepreneurship
- Social Investment Forum, The, 14
- Social justice, 18, 181, 243, 282
- Social media, 19, 20, 44, 46, 48, 87, 125, 165, 166, 169, 180, 184, 198, 214–217, 321, 330, 331. *See also* blogs *and* media
- Social networking sites. *See* social media
- Social proof, 81, 86, 90, 276. *See also* testimonials
- Social responsibility, 8, 10, 20, 29, 207, 249, 256, 280–281. *See also* corporate social responsibility
- Social Venture Network, 18
- Solheim, Jostein, 281
- Soul in the Computer, The*, 241
- Southwest Airlines, 94
- SOX. *See* Sarbanes-Oxley Act
- SpeakEasySpanish.com, 52
- Speed of Trust, The*, 24
- Sponsorship, 19, 83, 103, 157, 199, 220, 255, 314–315
- Stakeholders, 26, 37, 55, 112, 218, 243, 277
value to, 4, 111
values of, 37, 114, 140
- Starbucks, 142, 148, 214
- Stewardship, environmental, 140, 180, 207, 288. *See also* Forest Stewardship Council
- Stonyfield Farm, 141, 256
- Stop & Shop, 219–220
- Strategic giving, 29–30
- Strategies for the Green Economy*, 137, 332
- Susan G. Komen for the Cure, 30
- Sustainability, 12, 13, 17, 114, 136, 139, 140, 144, 156, 164, 189, 206–207, 242, 247, 259, 277,

- 281, 284, 287, 288, 308, 322,
325, 332–333
five pillars of, 315
investing in, 24
reporting, 140, 169
social, 129–133, 189, 260–262,
304
revenues and savings derived
from, 110–112, 137, 152,
296
strategy, 145–147, 271, 273
vision of, 114, 115, 154–155,
238–241, 259, 266–271, 331
- Sustainable Apparel Coalition, 322
Sustainable Brands, 46
Sustainable Business, 150
Sustainable South Bronx, 181, 236
Swedish Hospital, Issaquah,
Washington, 209–210
Syndication, paradox of, 74
- T**
- Taurus. *See* Ford Taurus
Taylor, Don, 103
Technorati, 218
Teleseminars, 48, 60
Television, 43, 112
Ten Thousand Villages, 213
TerraChoice, 175
Testimonials, 81–83, 90, 103, 166,
194, 209. *See also* advertising:
testimonials
TextileWorld, 150
This Changes Everything, 266
Thought leader, 99
Thomson, Meldrim, 187–188
Tide Coldwater, 142–43, 299. *See also*
Coldwater Challenge
TiVo, 45
Todd, John, 135, 283, 287–289, 294,
296, 299
Tolstoy, Count Leo, 262, 311
Tom's of Maine, 164
Top Employers Ltd., 19
Toronto Globe and Mail, 171
Toyota, 13, 71, 202
Toyota Corolla, 71
Toyota Prius, 202
Transparency, 27, 28, 87, 165, 217,
218, 316
Treehugger.com, 149
Triangle of expertise, 198–200
Trip Advisor, 44
Triple bottom line, 4, 14, 253
Trust, 5, 9, 21, 24–29, 33, 37, 42, 44,
47, 48, 69, 73, 81, 94, 166, 167,
208–209, 216, 249
*Trust Me! Insights into Ethical
Leadership...*, 22
Tru-Value, 101
Tulauskas, David, 111
Tweeting, 217, 248
Twitter, 197, 214, 216, 217, 218,
329, 330
Tyco, 24

Tylenol poisoning scare, 28
 Tyson Foods, 217

U

Uber, 155
 Unethical behavior, 13, 32, 35
 Unilever, 142, 169, 250, 252, 280–281
 Unions, labor, 14, 221, 222
 Unique Selling Proposition, 69, 93, 102, 227
 United Nations, 131
 United Nations Food and Agriculture Organization, 148
 United Nations Millennium Development Goals, 260–261, 307
 United States Postal Service, 71
 Upcycled, 126, 202, 207
 USA *Today*, 191
 USDA, 168, 170, 277
 Usenet newsgroups, 142
 USP. *See* Unique Selling Proposition
 USPS. *See* United States Postal Service
Unstoppable, 311, 312

V

Value proposition, 196
 Values, core, 18, 31–32, 87, 90, 316
 Varva, Terry, 203–204, 207, 332
 Vaxjo, Sweden, 121
 Veganic, 297
 Vermont Country Store, 212–213

Vermont Yankee nuclear plant, 275–276
 Vietnam War, 188, 237, 311
 Virgin, 308
 VisiCalc,
Visions of Paradise,
 Voicemail, 209
 Volatile Organic Compounds, 145
 Volunteering, 87, 99, 131, 199, 234, 241, 255, 269

W

Wahat al-Salam, 80
 WakaWaka, 131
Wall Street Journal, 13
 Walmart, 5, 13, 29, 93, 103, 110–111, 127, 168–169, 186, 214, 216, 322
 War (ending). *See* peace
 Warner Brothers, 213
 Warranty, 27, 130, 184, 285. *See also* guarantee
 Warwick, Mal, 128–129, 332
Washington Post, 10, 276
 Watson, Tom, 215
 Waugh, Barbara, 241–243, 292
 Webber, Alan, 241
 Webcom, 138–139
 Webinars, 48
 Webster, Kristine Kirby, 203
 Websites, 30, 44, 46, 47, 48, 55, 61, 74, 76, 77, 78, 82, 85, 89, 95, 125, 132, 140, 146, 149, 159,

- 165, 166, 167, 169, 175, 176,
178, 198, 203, 208, 217, 223,
254, 276, 280, 331
complaint (“sucks”), 214
Web 2.0 marketing, 330. *See also*
marketing: discussion group *and*
social media
Weston, Anthony, 304
Wharton Business School, 199
White Dog Café, 160
White papers, 24, 48, 83
White, Troy, 207
Whole Foods, 11, 111, 132, 168, 186
Whole-systems approach, 285, 286
Wicks, Judy, 160
Williams, Roy, 47, 210
Win-lose. *See* marketing
Winning without Intimidation, 63,
332
Winning without intimidation
principle, 63, 66
Win-win. *See* marketing
Wizard of Ads series, 47, 210
Wood, David, 48
Worker ownership, 20, 155, 256
Working Assets, 222
WorldCom, 24
World Trade Center, attacks on, 60,
87
World War II, 271
World Wide Web. *See* search engines
and websites
Wueste, Dan, 33
- Y**
Yahoo, 218
Yankee Candle, 213
Yankee nuclear power plant. *See*
Vermont Yankee nuclear plant
Yellow Pages. *See* advertising: Yellow
Pages
“Yes we can”, 87, 252
Yippies, 236
YouTube, 121, 162, 214, 216, 218
Yudkin, Marcia, 82
Yunus, Muhammad, 15–16
- Z**
Zappos, 216–217
Zen Peacemaker, 132
Zero emissions. *See* Net zero/net-
positive: emissions/discharges
Zero Emissions Research Initiative,
286
Zero waste. *See* Net zero/net-positive:
waste
Zipcar, 156