TABLE OF CONTENTS

Introductio	on By Jay Conrad Levinson: Green Marketing is a	XXIV
	Mandate from Nature	
Preface by S	Shel Horowitz: Tastes Great AND Good for You	xxvi
PART I	THE WAY OF THE GOLDEN RULE	1
Chapter 1	Because People Matter	3
	Business Can—and Will—Change the World	4
	Marketing As Courtship	5
Chapter 2	Basic Concepts	8
	The Road to Your Success: Providing Value to Others	8
	Marketing Fundamentals: A Quick Recap	20
Chapter 3	Advantages of Doing the Right Thing	22
	Why Responsible Companies Perform Better	23
	Building Trust	24
	Johnson & Johnson: A Lesson in Ethical Crisis PR	28
	One Part of CSR: Strategic Giving	29
	The Magic Triangle: Quality, Integrity, Honesty	30
	How the Magic Triangle Positions You Better in a Tough Economy	32
	How the Magic Triangle Turns Problems Into Sales Opportunities	34
	When the Magic Triangle Tells You to Say No to a Sale	35

xii | GUERRILLA MARKETING TO HEAL THE WORLD

PART II	THE NEW GREEN, SOCIALLY CONSCIOUS	39
	MARKETING MINDSET	
Chapter 4	The New Marketing Matrix	41
•	Pull Versus Push	43
	Practical Pulls	48
	A Copywriting/Marketing Checklist	49
	Powerful Product Creation	51
	The Learning Possibilities of Failure	54
Chapter 5	Abundance versus Scarcity	56
	The Old Scarcity Paradigm	50
	The "Prosperity Consciousness"	57
	Paradigm—and Its Problems	
	The New Vision: Not Scarcity,	59
	Not Prosperity, But Abundance	
	John Kremer and Biological Marketing	62
	Bob Burg and Winning Without Intimidation	63
	Iceland's Renewable Energy System: Applying	65
	the Abundance Model to a Whole Country	
Chapter 6	Build Powerful Alliances—With Competitors, Too	68
	Turn Your Competitors into Allies	69
	You've Done the Hardest Part—Now, Network	74
	with Complementary Businesses	
	Co-solve: Beyond Silos, Beyond Single-Purpose	78
	Social Proof—Turn Your Customers and Suppliers	81
	into Evangelists	
	It's Not About TransactionsIt's About Relationships	89
Chapter 7	Why the Abundance Paradigm Eliminates the Need	91
	to Worry About Market Share	
	The Death of "Market Share"	91
	Create Even More Abundance	95
Chapter 8	Exceptions: Are There Zero-Sum, Win-Lose Situations?	98
	Major Media	98
	Extremely Limited or Saturated Markets	100

	Table of Contents	xiii
	Predators	100
	Crooks	104
PART III	GREEN BUSINESS, GREEN MARKETING	107
Chapter 9	Becoming a Green Company	109
	Defining Green	109
	The Economic and Ethical Imperative	110
	Changing Your Entire Company to a Green/Social Change Mindset	113
	Greening Your Operations	114
	Offering Green Products and Services	116
Chapter 10	Marketing Green	134
	Green Goods and Services are Much Easier to Market	134
	Two Approaches, One Industry	138
	Packaging and Values	141
	Studying the Ads: What's Working in Green Marketing?	144
	Thriving as the Bar is Raised	146
Chapter 11	Making Green Sexy Across All	151
	Demographics and Industries	
	Local As Green	154
	Global as Green	161
	Luxurious as Green	162
Chapter 12	Language, Greenwashing, and Truth	164
	Use the Right Language	164
	No-Hype Zone	165
	Build Credibility with the Right Certifications	167
	Space on the Label	169
	Don't Get Stuck in the "Greenwashing" Swamp	170
Chapter 13	Three Kinds Of Customers: Are You Reaching Them All?	177
	1. The Obsessed	178
	2. The Interested	179
	3. The Indifferent Or Hostile	179
	How Do You Market To Each?	180

xiv | GUERRILLA MARKETING TO HEAL THE WORLD

PART IV	GETTING NOTICED IN THE NOISE AND CLUTTER:	191
	HANDS-ON WITH COOPERATIVE, PEOPLE	
	-CENTERED MARKETING	
Chapter 14	Advanced Copywriting	193
	What Pronoun?	193
	Drill Down to the Core Benefits	194
	Stay Believable—and Connected	195
	Fascinate—and Build Toward the Sale	196
	Ditch the Jargon—Except	197
	The Triangle of Expertise:	198
	Get Paid to Do Your Own Marketing	
Chapter 15	Give the People What They Want	201
	What Green Marketers Can Learn from Ring Tones	201
	When Satisfaction Isn't Enough	203
	Companies that 'Get It"	206
	Shopping as Experience and Entertainment	212
	Reputation Management in the 21st Century	213
	Some REAL Loyalty Programs from Big Companies	219
Chapter 16	Running a Global Company	224
	Brand Identity in a Global Economy	224
	Creating Positioning for Global Brands	227
	The Key Concept: Make Your Story Meaningful	229
PART IV	USING YOUR BUSINESS TO CREATE	231
	A BETTER WORLD	
Chapter 17	Marketing As Social Change, and Social	233
	Change As Marketing	
	Sustainability is Not Enough	238
	Barbara Waugh, Corporate Revolutionary	241
	Case Study: Save The Mountain	243
	Convince on Climate Change with	245
	Nonenvironmental Arguments	

XVI | GUERRILLA MARKETING TO HEAL THE WORLD

A New Bill of Rights for the Planet and its Inhabitants		
Centuries of Wisdom From Others	310	
The Gift of Giving: Why I Have Been Called to Serve:	312	
The Story of an Unstoppable Woman! by Cynthia Kersey		
Hunger and DemocracyHuh? by Frances Moore Lappé		
Until You Take Action, You Have No Impact—Do the Math		
by Ken McArthur		
Businesses with Soul: 11 Evolved Enterprise [™] Impact		
Business Models by Yanik Silver		
Resources	329	
More Help From Guerrilla Marketing		
and from Shel Horowitz		
Websites	331	
Books and Other Outside Resources	331	