



Supply Chains, Markets & Marketing, 2011 (a crash course)

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September 15, 2011



Green markets, plural

Talk to the hand.



RAW NUTZ*
Righteous & Willing
Nature Unspoiling
Total Zealots



HERBs*
Hopeful
Eco-Ranting
Buyers



MOSS*
Masses Of
Sustainable
Starters



WEEDs*
Waiting for
Everyone Else
Demographic



SCUM*
Stubborn Comatose
Undereducated
Mainstream



Green markets, plural



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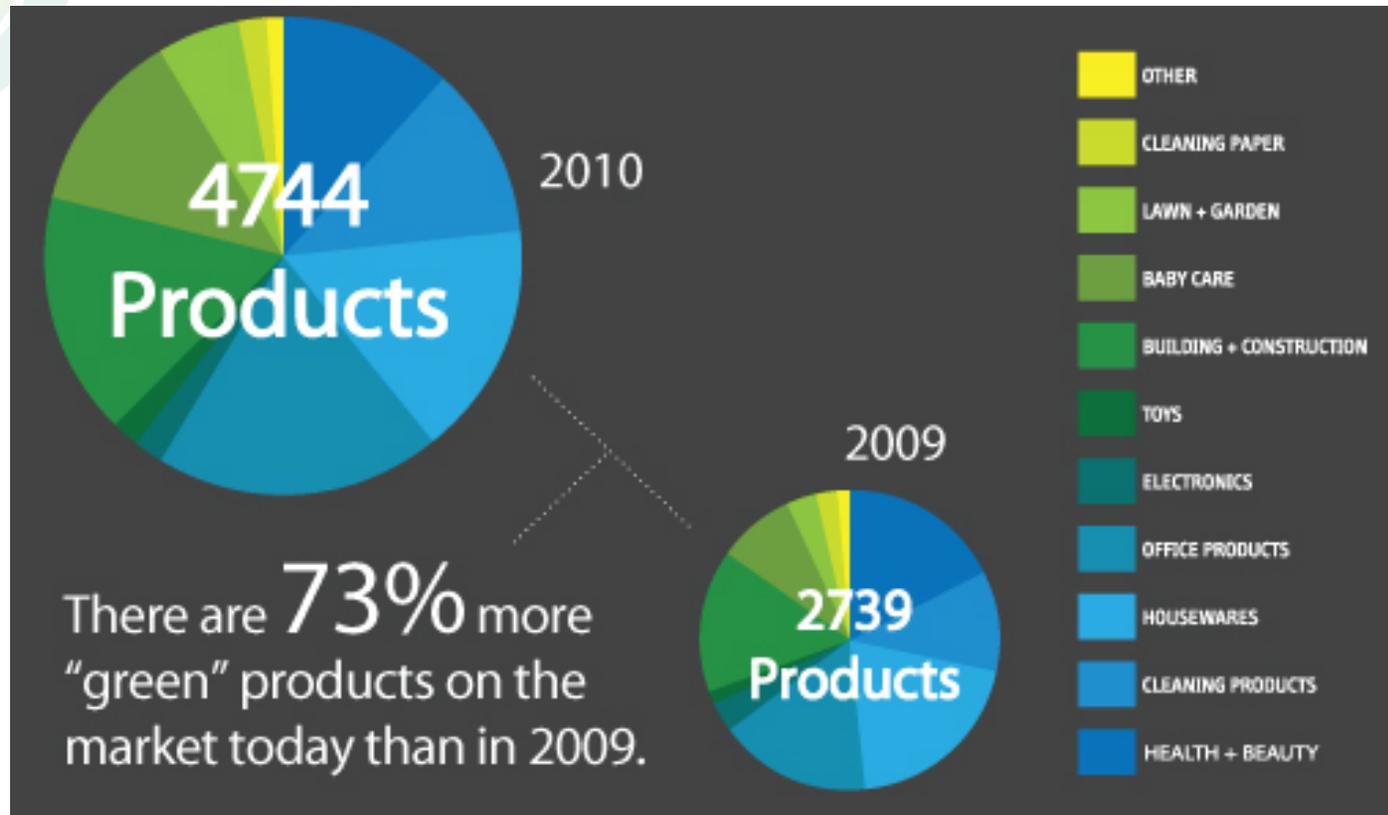
WEEDs*
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SCUM*
Stubborn Comatose
Undereducated
Mainstream



Greener product world





SEVEN
THE ~~SIX~~ SINS OF GREENWASHING™



Sin of the Hidden Trade Off

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Sin of No Proof

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Sin of Vagueness



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Sin of Irrelevance

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Sin of Lesser of Two Evils

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Sin of Fibbing

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Sin of Worshipping False Labels



Eco-labeling: problem & solution

- A dime a dozen
- We bought this one online for \$15





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