

Renewable Energy Products: Labeling, Production Guidance Consumer Attitudes (Hardback)

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Nova Science Publishers Inc, United States, 2013. Hardback. Condition: New. UK ed.. Language: English. Brand New Book. Green marketing - a marketing strategy highlighting the environmental attributes of a product - dates back to the 1970s but began to flourish in the early 1990s. More recently, a number of companies using renewable energy in the manufacture of products have begun to communicate renewable energy use directly on product packaging, relying either on a logo or some combination of text and imagery. This book describes the experience of companies that communicate to consumers that products are made with renewable energy.



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