

Basf Online Style Guide

Drive more value from all your marketing and communications channels--together! Demolish your silos and sync all your messaging, strategies, and tactics (really!). Optimize every medium and platform, from iPad and Facebook to TV and direct. This book is a must-read for every senior marketing, communications, and PR decision-maker. It's not about social media. Or new (or old) media. It's about results—and there's only one way to get results. You must finally bite the bullet, tear down your silos, and integrate all your marketing and communications. That's how you choose the best platforms and messages for each customer. That's how you make research and metrics work. That's how you overcome today's insane levels of complexity and clutter. You're thinking: Oh, that's all I need to do? "Just" integrate my whole organization? Are you nuts? No. We're not. It can be done. This book's authors have done it. They've shown others how to do it. And now they're going to show you. Step by step. Strategy. Tactics. Research. Metrics. Culture. Social. Mobile. Direct. Broadcast. Print. All of it. With you, the marketing/communications decision-maker, right at the center...right where you belong! Even now, organizational silos prevent most companies from conversing coherently with customers, delivering the right targeted messages, and building real synergies across all their marketing and communications programs. Now, Gini Dietrich and Geoff Livingston show how to finally break down those silos, bridging traditional and newer disciplines to drive more value from all of them. You'll learn how to create a flexible marketing hub with integrated spokes including sales, PR, advertising, customer service, HR, social media, and the executive team. Then, you'll learn how to use your hub to speak cohesively with each customer through the tools and platforms that deliver the best results at the lowest cost. Dietrich and Livingston guide you through hands-on strategic planning, illustrating key points with real case studies and offering practical exercises for applying their principles. You'll learn how to perform baseline analyses of media from iPad apps to radio, optimize resource allocation, change culture to overcome siloed behavior, use measurement to clear away obstacles, and gain more value from every marketing investment you make. Pull it all together--finally! How to successfully integrate your tactics, tools, messages, and teams Better goals, better results: beyond "SMART" to "SMARTER" Specific, measurable, attainable, relevant, time-bound, evaluate, and reevaluate Better listening: stakeholders, customers, and research that works How to make sure you hear what really matters Four powerful ways to market in the round When to go direct, come from above, use the groundswell, or execute flanking maneuvers He also documents how the union used workers' awareness of past environmental practices to disrupt the company's efforts to expand operations at the site."--BOOK JACKET.

Textile manufacturing is an important subject in textile programs and processing industries. The introduction of manmade and synthetic fibers, such as polyester, nylon, acrylic, cellulose, and Kevlar, among others, has greatly expanded the variety of textile products available today. In addition, new fiber development has brought about new machines for producing yarns, fabrics, and garments. Textile Manufacturing Processes is a collection of academic and research work in the field of textile manufacturing.

Written by experts, chapters cover topics such as yarn manufacturing, fabric manufacturing, and garment and technical textiles. This book is useful for students, industry workers, and anyone interested in learning the fundamentals of textile manufacturing. Build your best life by forging your own path to business success After speaking to companies such as Merck, Land O'Lakes, and Cargill, and to over 2000 audiences across the world, Damian Mason, successful businessman, agriculturalist, podcaster, and writer, wants to help you achieve your entrepreneurial goals and live a better life. While other business books claim to tell you how to reach success, they fall short because they don't address the fact that success is different for each of us. Do Business Better helps you define success on your terms, then shows you how to achieve it. You'll learn the Four Unwavering Traits of Entrepreneurial Success and how to discover the differences between routines and habits, then implement your changes through meaningful actions that create permanent improvement. Along the way, you'll learn from real-world examples and relatable stories, and discover a wealth of applicable advice on starting, managing, and growing your own enterprise. Discover your best life, then build a path to achieve it Learn how other entrepreneurs have adapted their lives to achieve their goals Find out what's really standing between you and your dreams Rid yourself of ineffective thinking patterns and develop habits that actually help you Do Business Better is the go-to guide for business people, entrepreneurs, and the self-employed looking to jumpstart their journey and build their dreams into reality. If your goal is prosperity, longevity, and a life and business on your terms, this book is for you. These Case Studies were written from students at the EBC-university of applied sciences Düsseldorf. The students from 6th semester of the study "International Business Management" have visited the lecture "Case Studies in International Management". In this book Case studies from 8 different companies will be presented. The development of their enterprises, the position in the market and the strategies (Internationalisation, Merger, Sustainability). At the end of each Case Study are questions, so that other students can answer these questions and with the Case Study.

Within the last few years, knowledge about vitamins has increased dramatically, resulting in improved understanding of human requirements for many vitamins. This new edition of a bestseller presents comprehensive summaries that analyze the chemical, physiological, and nutritional relationships, as well as highlight newly identified functions, for a International Management in PracticeLenovo, Ferrero, DaimlerChrysler, BASF, Opel, Lidl, Coca-Cola, ViessmannAkademische Verlagsgemeinschaft München

The business world has changed suddenly and dramatically. Challenge yourself and your team to establish higher standards for how you communicate with clients, prospects, recruits, fellow workers, or your students. This book will help you achieve your virtual meeting objectives and exceed participant expectations. The stakes are higher and opportunities are fewer. Make every meeting count. Leading virtual meetings commands an extra level of detail and planning, a more assertive delivery style, and a relentless effort to keep your participants engaged. This summary provides a systematic method for planning and executing these events. It's based on Tim Koegel's book, The Exceptional Presenter Goes Virtual, named a Top 5 Business Book by the Washington Post and the Wall Street Journal. Tim's easy to use advice will teach you to— • Keep it relevant, keep it engaging, and

keep it moving. • Plan and sequence the timing and flow of your meetings. • Organize your team and topics. • Keep participants engaged and participating. • Create an in-person atmosphere for your virtual meetings. • Develop a dynamic and professional on-screen presence. • Practice to ensure that you accomplish your meeting objectives. • Overcome the challenges of meeting virtually. Tim Koegel is a New York Times best-selling author, founder of The Presentation Academy, keynote speaker, workshop leader, and personal coach.

"A very interesting and useful book for all the different practitioners in the concrete industry. Each necessary step is thoroughly dealt with and explained in a nice and pedagogic way." Peter Billberg, Swedish Cement and Concrete Research Institute (CBI) "Quite comprehensive and with a narrative style at the practitioner level." Lloyd Keller, Direc

This is a major comparative study of big business in the three leading European nations across the course of the 20th century. Drawing on a carefully constructed sample of leading companies from the UK, France, and Germany the author analyses the relationship between corporate and national economic performance; the impact of national difference on business performance and practice; the role of large firms, and the composition and influence of the business elites in each country and their educational and training backgrounds. - ; This is a major comparative study of big business in the three dominant European nations across the twentieth-century. In particular the author looks at the character and performance of the major companies in each country at five 'snapshot' moments through the century. In so doing he offers a broad and sweeping analysis of European business amply supported by a wealth of empirical data. Cassis' view often challenges widely held assumptions about, for example, entrepreneurial failure in Britain; the relationship between big business and the Nazis in Germany; and the rebuilding of France in the post war period. To fill out his story Cassis looks closely at the role and character of the business elites in each country and their relationship with wider social and political developments. The book will be essential reading for anyone interested in the development of European business and the links between business practice and the wider social and political environment in each country. -

Now more than ever, companies are faced with a critical and challenging truth. Today's customer is demanding more attention, superior service, and the expertise of a dedicated sales team. Suppliers must make difficult choices to determine how to allocate limited resources, including which customers receive the highest level of service. Increasingly, supply side organizations are working to design and implement key account programs to meet or exceed these expectations. Key account management is a specific business strategy that involves complex sales processes, large-scale negotiations, and the alignment of multiple internal and external stakeholders. This multi-pronged process is anything but straightforward, and the business world is filled with examples of key account programs that have not achieved the expected results. This book addresses the strategic challenges facing top executives and sales leaders as they build strategies to better manage their key accounts. By leveraging up-to-date research, testimonials drawn from interviews with experienced practitioners, best practices of successful companies, along with straightforward practical guide-lines for executives and sales leaders, this book can serve as an instruction manual and toolbox for

organizations working to achieve success through their key account strategies to meet the demand of their key customers.

Gives ratings, descriptions, and company information about Web pages produced by companies and corporations

The purpose of the 'Microfinance Handbook' is to bring together in a single source guiding principles and tools that will promote sustainable microfinance and create viable institutions.

As business becomes increasingly reliant on succeeding in export markets, the need for specialist knowledge in international trade is at its highest. With thorough explanations to describe the current international business environment as well as international case studies which include IKEA, Shell, Innocent Drinks, Ford, Match.com and Ryanair, The 30 Day MBA in International Business will boost your knowledge and help you play a more rounded role in shaping the direction of your organization. The 30 Day MBA in International Business covers all the essential elements of international trade and business, including international marketing strategy, managing international organizations and selecting global strategic partners as well as finance, accounting and human resource management. The 30 Day MBA in International Business is packed with links to free resources from the top business schools as well as an online list of sources to keep you informed on all the key business issues. Online supporting resources for this book include a bonus chapter on business communication, self-test question and answers and appendices.

Written by a renowned sustainability expert, Greener Products: The Making and Marketing of Sustainable Brands, Second Edition makes the case for why the people and the planet need products to be made in a different, more sustainable way. The growth of the global middle class, with an additional 3 billion people expected to enter the consumer market by 2030, is putting an unprecedented demand on resources and straining the global supply of raw materials, fossil fuels, food and water. This book provides insights on how to raise the bar on product development and investigates the best practices for making and marketing sustainable brands. Over 40 case studies are analyzed in this book and summarized for the reader to easily see what it is that makes leading companies successful. Analysis on marketing campaigns and greener product development range from leading companies like Apple, Nike, Samsung Electronics, BASF, GE, Johnson & Johnson, Unilever, and Method. New updated content in this second edition includes: New developments like the United Nations Sustainable Development Goals with concepts of biomimicry, circular economy, emerging issues management, and eco-innovation. Novel tools and examples for bringing sustainable products to market. New chapter dedicated to natural capital. Analysis of current green marketing methods and market trends. Best practices for making and marketing sustainable brands. For more information, visit the author's book website at www.greenerproducts.biz.

Introduction to Business covers the scope and sequence of most introductory business courses. The book provides detailed explanations in the context of core themes such as customer satisfaction, ethics, entrepreneurship, global business, and managing change. Introduction to Business includes hundreds of current business examples from a range of industries and geographic locations, which feature a variety of individuals. The outcome is a balanced approach to the theory and application of business concepts, with attention to the knowledge and skills necessary for student success in this course and beyond.

This book is the ideal introduction to theming with Drupal 5. If you want to create a striking new look for your Drupal website, this book is for you. Starting from the basics of theme setup and configuration, you will learn about the Drupal theming architecture and the PHPTemplate engine, and then move on to modifying existing themes and building new themes from scratch. Included is a complete guide to the various style sheets and themeable functions in Drupal 5, making this book a valuable resource even to experienced theme developers. It covers: Creating custom templates Basics of theming in pure PHP Modifying an existing PHPTemplate theme" a step-by-step guide Creating a new PHPTemplate theme" a step-by-step guide Working with forms The main requirements to make use of this book are knowledge of HTML, CSS, and a touch of creativity! Although this book aims to make Drupal theming accessible to designers, theming in Drupal 5 involves writing some PHP code, and a basic knowledge of PHP will be helpful.

Explores the homogenization of American culture and the impact of the fast food industry on modern-day health, economy, politics, popular culture, entertainment, and food production.

Advertising expenditure data across ten media: consumer magazines, Sunday magazines, newspapers, outdoor, network television, spot television, syndicated television, cable television, network radio, and national spot radio. Lists brands alphabetically and shows total ten media expenditures, media used, parent company and PIB classification for each brand. Also included in this report are industry class totals and rankings of the top 100 companies of the ten media.

This book brings together new household and enterprise data from 41 countries in Sub-Saharan Africa to inform policy makers and practitioners on ways to expand women entrepreneurs' economic opportunities. Sub-Saharan Africa boasts the highest share of women entrepreneurs, but they are disproportionately concentrated among the self-employed rather than employers. Relative to men, women are pursuing lower opportunity activities, with their enterprises more likely to be smaller, informal, and in low value-added lines of business. The challenge in expanding opportunities is not helping more women become entrepreneurs but enabling them to shift to higher return activities. A central question addressed in the book is what explains the gender sorting in the types of enterprises that women and men run? The analysis shows that many Sub-Saharan countries present a challenging environment for women. Four key areas of the agenda for expanding women's economic opportunities in Africa are analyzed: strengthening women's property rights and their ability to control assets; improving women's access to finance; building human capital in business skills and networks; and strengthening women's voices in business environment reform. These areas are important both because they have wide gender gaps and because they help explain gender differences in entrepreneurial activities. It is particularly striking that while gender gaps in education tend to close with higher incomes, gaps in women's property rights and in women's participation in reform processes do not. As simply raising a country's income is unlikely to be sufficient to give women equal ability to control assets or have greater voice, more proactive steps will be needed. Practical guidelines to move the agenda forward are discussed for each of these key areas.

A piercing and scientifically grounded look at the emergence of the coronavirus pandemic and how it will change the way we live—"excellent and timely." (The New Yorker) Apollo's Arrow offers a riveting account of the impact of the coronavirus pandemic as it swept through American society in 2020, and of how the recovery will unfold in the coming years. Drawing on momentous (yet dimly remembered) historical epidemics, contemporary analyses, and cutting-edge research from a range of scientific disciplines, bestselling author, physician, sociologist, and public health expert Nicholas A. Christakis explores what it means to live in a time of plague—an experience that is paradoxically uncommon to the vast majority of humans who are alive, yet deeply fundamental to our species. Unleashing new divisions in our society as

well as opportunities for cooperation, this 21st-century pandemic has upended our lives in ways that will test, but not vanquish, our already frayed collective culture. Featuring new, provocative arguments and vivid examples ranging across medicine, history, sociology, epidemiology, data science, and genetics, Apollo's Arrow envisions what happens when the great force of a deadly germ meets the enduring reality of our evolved social nature.

With contributions from leading brand experts around the world, this valuable resource delineates the case for brands (financial value, social value, etc.) and looks at what makes certain brands great. It covers best practices in branding and also looks at the future of brands in the age of globalization. Although the balance sheet may not even put a value on it, a company's brand or its portfolio of brands is its most valuable asset. For well-known companies it has been calculated that the brand can account for as much as 80 percent of their market value. This book argues that because of this and because of the power of not-for-profit brands like the Red Cross or Oxfam, all organisations should make the brand their central organising principle, guiding every decision and every action. As well as making the case for brands and examining the argument of the anti-globalisation movement that brands are bullies which do harm, this second edition of Brands and Branding provides an expert review of best practice in branding, covering everything from brand positioning to brand protection, visual and verbal identity and brand communications. Lastly, the third part of the book looks at trends in branding, branding in Asia, especially in China and India, brands in a digital world and the future for brands. Written by 19 experts in the field, Brands and Branding sets out to provide a better understanding of the role and importance of brands, as well as a wealth of insights into how one builds and sustains a successful brand.

A central resource of technology and methods for environments where the control of contamination is critical.

Michael Dertouzos has been an insightful commentator and an active participant in the creation of the Information Age. Now, in *What Will Be*, he offers a thought-provoking and entertaining vision of the world of the next decade -- and of the next century. Dertouzos examines the impact that the following new technologies and challenges will have on our lives as the Information Revolution progresses: all the music, film and text ever produced will be available on-demand in our own homes your "bodynet" will let you make phone calls, check email and pay bills as you walk down the street advances in telecommunication will radically alter the role of face-to-face contact in our lives global disparities in infrastructure will widen the gap between rich and poor surgical mini-robots and online care will change the practice of medicine as we know it. Detailed, accessible and visionary, *What Will Be* is essential for Information Age revolutionaries and technological neophytes alike.

Serving as an all-in-one guide to the entire field of coatings technology, this encyclopedic reference covers a diverse range of topics-including basic concepts, coating types, materials, processes, testing and applications-summarizing both the latest developments and standard coatings methods. Take advantage of the insights and experience of over

This prestigious edited collection of articles from the *Journal of Brand Management* discusses the impact of research on our understanding of corporate brand characteristics and corporate brand management to date. A wide range of topics are covered, including franchise brand management, co-creation of corporate brands, alliance brands, the role of internal branding in the delivery of employee brand promise, and the expansion into new approaches. *Advances in Corporate Branding* is essential reading for those undertaking a PhD programme or by upper level students looking for rigorous

academic material on the subject and for scholars and discerning practitioners, acting as 'advanced introductions'. Brand Admiration uses deep research on consumer psychology, marketing, consumer engagement and communication to develop a powerful, integrated perspective and innovative approach to brand management. Using numerous real-world examples and backed by research from top notch academics, this book describes how companies can turn a product, service, corporate, person or place brand into one that customers love, trust and respect; in short, how to make a brand admired. The result? Greater brand loyalty, stronger brand advocacy, and higher brand equity. Admired brands grow more revenue in a more efficient way over a longer period of time and with more opportunities for growth. The real power of Brand Admiration is that it provides concrete, actionable guidance on how brand managers can make customers (and employees) admire a brand. Admired brands don't just do the job; they offer exactly what customers need (enabling benefits), in way that's pleasing, fun, interesting, and emotionally involving (enticing benefits), while making people feel good about themselves (enriching benefits). Providing these benefits, called 3 Es, is foundational to building , strengthening and leveraging brand admiration. In addition, the authors articulate a common-sense and action based measure of brand equity, and they develop dashboard metrics to diagnose if there are any 'canaries in the coal mine', and if so, what to do next. In short, Brand Admiration provides a coherent, cohesive approach to helping the brand stand the test of time. A well-designed, well-managed brand becomes a part of the public consciousness, and ultimately, a part of the culture. This trajectory is the fruit of decisions made from an integrated strategic standpoint. This book shows you how to shift the process for your brand, with practical guidance and an analytical approach.

DATE SMARTER, MAKE BETTER DECISIONS IN LOVE, AND ACHIEVE THE RELATIONSHIP YOU DESERVE... IT ALL STARTS WITH NOT SETTling! By day, Faith Jenkins is the host of the nationally syndicated TV show Divorce Court; by night, she's a happily married newlywed who navigated these dating streets for years before learning how to attract the love of her dreams. When she turned 35 without a wedding ring in sight, like most women, she started getting tons of questions about not being married. But she made a decision: I. Will. Not. Settle. As an attorney and arbitrator, Faith has presided over hundreds of cases, and has helped couples avoid and resolve a wealth of drama. And she's seen it all! In *Sis, Don't Settle*, she's gathered an arsenal of love, wisdom and advice for women on how to play it smart. Modern culture would have women believe they can't have it all—and be smart, successful, strong women with authentic love to boot. Wrong. Told in her signature style—sometimes salty and sometimes sweet—Faith provides real solutions that will teach you how to thrive in relationships while avoiding common missteps and pitfalls. She delivers it straight, with no chaser, to show us how to level up, and reminds you that how you live single will set the tone for your success in relationships. Smart, illuminating, and, often laugh-out-loud funny, *Sis, Don't Settle* is the essential playbook that will

help you build your confidence, generate better results in love, and land a high-value relationship once and for all. You'll find tips on topics like: Strong Independent Women...and the Men Who Love Them What's Worse than a Bad Relationship? Overextending Your Stay in One Becoming the Right Person to Attract the Right Person How to Release Trash Subconscious Beliefs that Keep You Settling And much more! Whether you're single, divorced, or in a situation, Sis, Don't Settle reveals the direction and guidance you need to navigate love and take back your power. In its 114th year, Billboard remains the world's premier weekly music publication and a diverse digital, events, brand, content and data licensing platform. Billboard publishes the most trusted charts and offers unrivaled reporting about the latest music, video, gaming, media, digital and mobile entertainment issues and trends.

The Best-Selling C++ Resource Now Updated for C++11 The C++ standard library provides a set of common classes and interfaces that greatly extend the core C++ language. The library, however, is not self-explanatory. To make full use of its components—and to benefit from their power—you need a resource that does far more than list the classes and their functions. The C++ Standard Library: A Tutorial and Reference, Second Edition, describes this library as now incorporated into the new ANSI/ISO C++ language standard (C++11). The book provides comprehensive documentation of each library component, including an introduction to its purpose and design; clearly written explanations of complex concepts; the practical programming details needed for effective use; traps and pitfalls; the exact signature and definition of the most important classes and functions; and numerous examples of working code. The book focuses in particular on the Standard Template Library (STL), examining containers, iterators, function objects, and STL algorithms. The book covers all the new C++11 library components, including Concurrency Fractional arithmetic Clocks and timers Tuples New STL containers New STL algorithms New smart pointers New locale facets Random numbers and distributions Type traits and utilities Regular expressions The book also examines the new C++ programming style and its effect on the standard library, including lambdas, range-based for loops, move semantics, and variadic templates. An accompanying Web site, including source code, can be found at www.cppstdlib.com.

In 1994, Interface founder and chairman Ray Anderson set an audacious goal for his commercial carpet company: to take nothing from the earth that can't be replaced by the earth. Now, Anderson leads the way forward and challenges all of industry to share that goal. The Interface story is a compelling one: in 1994, making carpets was a toxic, petroleum-based process, releasing immense amounts of air and water pollution and creating tons of waste. Fifteen years after Anderson's call for change, Interface has: —cut greenhouse gas emissions by 82%—cut fossil fuel consumption by 60%—cut waste by 66%—cut water use by 75%—invented and patented new machines, materials, and manufacturing processes—increased sales by 66%, doubled earnings, and raised profit margins With practical ideas and measurable

outcomes that every business can use, Anderson shows that profit and sustainability are not mutually exclusive; businesses can improve their bottom lines and do right by the earth. Ray Anderson is featured in the film, *So Right, So Smart*, which takes a behind-the-scenes look at how his leadership transformed Interface into a company with a sustainable business practices that made it more profitable than it was before.

The Global Innovation Index 2020 provides detailed metrics about the innovation performance of 131 countries and economies around the world. Its 80 indicators explore a broad vision of innovation, including political environment, education, infrastructure and business sophistication. The 2020 edition sheds light on the state of innovation financing by investigating the evolution of financing mechanisms for entrepreneurs and other innovators, and by pointing to progress and remaining challenges – including in the context of the economic slowdown induced by the coronavirus disease (COVID-19) crisis.

The Publications Handbook and Style Manual serves as a guide for authors in preparing manuscripts and other material submitted for publication by American Society of Agronomy, Crop Science Society of America, Soil Science Society of America. It should be used as a primary source for writing, style, editing, and procedures for ASA-CSSA-SSSA publications.

How the most successful businesses are creating value and igniting smart growth Most businesses today focus on competition and disruption instead of collaboration, participation, and engagement. They focus on transactions instead of interactions. They seek to optimize or extract value rather than share it. They build assets and thrive on enormous scale, huge distribution networks, and brand recognition. But then along comes a rival that doesn't care much about your brand and your other assets, and it either rushes past you or mows you down. In *The Interaction Field*, management expert and professor Erich Joachimsthaler explains that the only way to thrive in this environment is through the Interaction Field model. Companies who embrace this model generate, facilitate, and benefit from data exchanges among multiple people and groups--from customers and stakeholders, but also from those you wouldn't expect to be in the mix, like suppliers, software developers, regulators, and even competitors. And everyone in the field works together to solve big, industry-wide, or complex and unpredictable societal problems. The future is going to be about creating value for everyone. Businesses that solve immediate challenges of people today and also the major social and economic challenges of the future are the ones that will survive and grow.

Any discussion of Japanese contemporary art inevitably leads to the pop-culture fantasies of Takashi Murakami, Yoshitomo Nara and the other artists of the Superflat movement. But Japan as a whole has changed dramatically after stumbling through a series of economic, social and ecological crises since the collapse of its "bubble" economy in the early 1990s. How did Murakami, Nara and Superflat become the dominant artistic vision of the Japan of today? What lies behind their imagery of a childish and decadent society unable to face up to reality? Written by a sociologist with an eye for sharp observation and clear reportage, *Before and After Superflat* offers the first comprehensive history in English of the Japanese art world from 1990 up to the tsunami of March

2011, and its struggle to find a voice amidst Japan's economic decline and China's economic ascent.

As the global demand for natural and organic products continues to grow, making and marketing greener products is becoming an imperative. The old stereotype of green products' sub-par performance has been shattered as large multinational corporations prove that you can develop and win in the marketplace with a naturals-based product platform. And the pull for sustainably minded products is not limited to consumer marketing—business-to-business marketing of greener products has also increased due to customer demand from all business sectors. The Case for Greener Products Making a compelling business case for why companies must provide greener, more sustainable products, Greener Products: The Making and Marketing of Sustainable Brands shares best practices for the design and marketing of greener products. The book examines ecosystem and regulatory pressures as well as market pressures from customers—consumers, business customers, and government purchasers—who have created a demand on manufacturers to bring more sustainable brands to market. How Are Greener Products Made? Through case studies of green design from companies such as GE (Ecomagination™), Timberland (Green Index®), Philips, Apple Inc., Seventh Generation, Procter & Gamble, BASF, and others, the author explores initiatives in areas ranging from product design, sustainable sourcing, and packaging to energy efficiency, recycling, and end-of-life management. A contribution from guest author James A. Fava, one of the leading thinkers and practitioners in developing greener products, presents a toolbox of environmental management systems, programs, and tools for the development of greener products. Three Keys to Successful Green Marketing Campaigns Providing the backbone for the author's analysis of green marketing, a contribution from guest authors Lee Ann Head, Karen Barnes, and Suzanne Shelton of the Shelton Group analyzes market trend data and helps marketers understand their customers and what moves them. The author then looks more closely at drivers for green marketing, outlining three keys for successful green marketing campaigns and using them to evaluate the approaches of several leading companies. He also offers advice on how to avoid "greenwashing," create successful cause-marketing partnerships, and use eco-labels wisely. Throughout the book, the author shares best practices and lessons learned from leaders in the field across various industry sectors. Written by the senior director of product stewardship for Johnson & Johnson, this timely book offers real-world experience, valuable insights, and practical tools for the effective design and marketing of greener products. The Best Days of Green Marketing Are Still Ahead See what Al Iannuzzi has to say about making and marketing greener products in an interview at Greenbiz.com.

International Trade Statistics 2015 provides a detailed overview of the latest developments in world trade, covering both merchandise and services trade as well as trade measured in value-added terms. A key developments section at the start of each chapter uses charts and maps to illustrate the most important trends. More detailed data are provided in a variety of tables covering specific aspects of world trade up to the end of 2014. A chapter on methodology explains how the data are compiled. International Trade Statistics 2015 serves as an invaluable reference tool for researchers, policymakers, and anyone interested in international trade.

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