

Contents

Foreword by Stephen M. R. Covey	xix
Preface: Tastes Great <i>and</i> Good for You	xxi
Acknowledgments	xxiii
If You've Already Read <i>Principled Profit: Marketing That Puts People First</i>	xxv
Introduction: Green Marketing Is a Mandate from Nature	xxvii

PART I THE WAY OF THE GOLDEN RULE

Chapter 1	Because People Matter	3
	Lessons and Actions	5
Chapter 2	Basic Concepts	7
	The Road to Your Success: Providing Value to Others	7
	Lessons and Actions	15
Chapter 3	Advantages of Doing the Right Thing	17
	Why Responsible Companies Perform Better	17
	Building Trust	19
	Johnson & Johnson: A Lesson in Ethical Crisis PR	21
	One Part of Corporate Social Responsibility:	
	Strategic Giving	22
	Not Just Corporate, but Personal Responsibility	23
	Keys to Success... <i>and</i> Happiness	24
	The Magic Triangle: Quality, Integrity, Honesty	24
	Who Wins When You Market with Quality, Integrity, and Honesty?	26

Contents ► xv

	How the Magic Triangle Positions You Better in a Tough Economy	26
	Lessons and Actions	28
Chapter 4	Marketing versus Adversarial Sales	29
	Marketing Instead of Sales	29
	But Wait—It Gets Worse	34
	Lessons and Actions	36
Chapter 5	Sales the Right Way	37
	Three Wise Sales Strategies from the UMass Family Business Center—and One from Someone Else	38
	When to Say No to a Sale	41
	Lessons and Actions	42
Chapter 6	Expand the Model Exponentially—by Making It Personal	43
	John Kremer and Biological Marketing	43
	Bob Burg and Winning without Intimidation	45
	Networking that Works	46
	Lessons and Actions	47
PART II THE NEW MARKETING MINDSET		
Chapter 7	The New Marketing Matrix	51
	Pull versus Push	53
	Practical Pulls	57
	Lessons and Actions	58
Chapter 8	Abundance versus Scarcity	59
	The Old Scarcity Paradigm	59
	The Prosperity Consciousness Paradigm—and Its Problems	59
	The New Vision: Not Scarcity, Not Prosperity, but Abundance	61
	The Abundance Model in Business	62
	Lessons and Actions	64

xvi ◀ CONTENTS

Chapter 9	Build Powerful Alliances—with Competitors, Too	65
	Turn Your Competitors into Allies	66
	You've Done the Hardest Part—Now, Network with Complementary Businesses	71
	Social Proof—Turn Your Customers and Suppliers into Evangelists	75
	It's Not about Transactions, It's about Relationships	85
	Lessons and Actions	86
Chapter 10	How the Abundance Paradigm Eliminates the Need to Dominate a Market and Allows You to Better Serve Your Customers	87
	The Death of Market Share	88
	Lessons and Actions	92
Chapter 11	Exceptions: Are There Cases When Market Share Really Does Matter?	93
	Major Media	93
	Extremely Limited or Saturated Markets	95
	Predators	97
	Crooks	101
	Lessons and Actions	101
Chapter 12	Some <i>Real</i> Loyalty Programs from Big Companies	103
	Saturn	103
	Nordstrom	104
	Stop & Shop's Two Promotions	105
	Other Affinity Promotions	105
	Lessons and Actions	106
Chapter 13	Marketing Green	107
	How You Benefit by Marketing Green	107
	Packaging and Values	114
	Local as Green	115
	Global as Green	118
	Using the Right Language	118
	Don't Get Stuck in the Greenwashing Swamp	119
	Thriving as the Bar Is Raised	122
	Lessons and Actions	123

PART III HANDS-ON WITH COOPERATIVE, PEOPLE-CENTERED MARKETING

Chapter 14	Getting Noticed in the Noise and Clutter: A Brief Introduction to Effective Marketing Techniques	127
	Honesty in Copywriting	129
	Copywriting Basics	131
	Lessons and Actions	135
Chapter 15	Practical Tools for Effective Marketing	137
	Media Publicity	137
	Coverage in Do-It-Yourself Media	139
	Twenty-First-Century Toolkit	140
	Speaking	141
	Internet Discussion Groups and Social Networking Sites	141
	Social Media Dos and Don'ts	149
	User-Friendly Web Sites with Newsletters	150
	Apparel and Premiums	151
	Highly Targeted Advertising and Direct Mail	152
	Guerrilla Gifting and Sampling	153
	The Triangle of Expertise: Get Paid to Do Your Own Marketing	158
	Lessons and Actions	160
Chapter 16	Give the People What They Want	161
	When Satisfaction Isn't Enough	161
	Companies That Get It	163
	Shopping as Experience and Entertainment	169
	Reputation Management in the Twenty-First Century	171
	Lessons and Actions	174
Chapter 17	Marketing as Social Change, and Social Change as Marketing	175
	Barbara Waugh, Corporate Revolutionary	178
	Case Study: Save the Mountain	180
	Lessons and Actions	181
Chapter 18	Community-Focused and Charity/Social Change Marketing	183
	Lessons and Actions	185

xviii ◀ CONTENTS

Chapter 19	Taking the Concept beyond Marketing: Abundance and Sustainability in Businesses and in Society	187
	Recap of Our Core Principles	187
	What Could a Sustainable Future Look Like?	188
	Making It Happen	191
	Amory Lovins: Reinventing Human Enterprise for Sustainability	192
	John Todd: Waste Streams into Fish Food	195
	Profit by Thinking Like Lovins and Todd	197
	A Social Movement Around Business Ethics	198
	Lessons and Actions	200
Chapter 20	Abundance and Wealth Creation	201
	Powerful Product Creation	202
	Lessons and Actions	203
Chapter 21	Resources	205
	Web Links	205
	More Help from Jay and Shel	206
Notes		209
Index		229