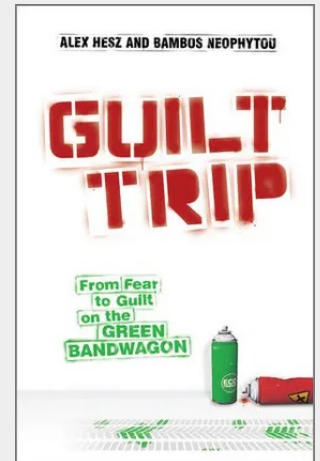


Guilt Trip: From Fear to Guilt on the Green Bandwagon

'CSR', 'Green', 'Ethics', 'Fair Trade', 'Organic' are all buttons that marketers are keen to push right now to get us to engage us with their products. Why? Because, amongst many, these issues hit a nerve and our consciences can be comforted in the knowledge we are purchasing for the greater good. Guilt Trip talks to the history of the marketing communications story, analyses the journey of traditional advertising techniques past and present and tackles the exploitation of guilt and fear. The authors talk with leading marketers and advertising agency heads, politicians and consumers, doctors and historians to explore the pivotal role played by the Green phenomenon within this transformation. Going further, it asks how companies, politicians and individuals will react to this emerging but irrevocable change, and what will be the fate of those who react too slowly, or ignore it altogether.

Our guilt has changed everything 'Guilt' has replaced 'Fear' as our dominant emotion when we consume messages of mass media and marketing and that shift is set to change everything. With more information at our disposal than ever, we're able to see the true cost of what is done to meet our needs, from foreign wars to cheap trainers. How did this come about? What effects is this having on mass communications? How are brands, business, organisations and individuals responding to this? These are the questions addressed in Guilt Trip. "A hugely entertaining analysis that cuts through the rhetoric and offers new insights into the causes and cure for greenwash." Mark Line, Executive Chairman, Two Tomorrows Group "A provocative, vibrant, panoramic review of the way we live - and shop - today. Hesz and Neophytou pose fundamental questions about the role of fear and guilt in modern consumption and marketing." Jim Carroll, Chairman, BBH London "The biggest economic downturn in our lifetime has clearly highlighted the limitations of the plc model that has been the basis of our western economy for generations. However, this thought-provoking, well-written analysis shows that there are viable sustainable alternatives, which should be considered as we move to a post recession world." Patrick Allen, Marketing Director, The Co-operative Group



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