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Franziska Guhr

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Seminar paper



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Franziska Guhr : The global green consumer - A cross border market before purchasing it in order to gauge whether or not it would be worth my time, and all praised The global green consumer - A cross border market:

Seminar paper from the year 2007 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 74,0, Northumbria University, course: International Marketing Management, 18 entries in the bibliography, language: English, abstract: This assignment is about the global green consumer and green marketing around the globe. Beside the theoretical information the example of The Body Shop shows the main issues of green marketing in practice. Table of contents: 1 CROSS BORDER MARKET SEGMENTATION 3 2 THE

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