Chapter 5 Private Enterprise

Section 5.2 Business Opportunities

Green Marketer Activity: Cause Marketing

Directions Read this paragraph and then answer the following questions. Many companies are making a commitment to environmental causes by changing the way they do business. Over the past few years, for example, Nike[®] has designed a line of shoes made from manufacturing waste, stopped buying leather from ranches that damage the Amazon rainforest, supported climate change legislation, and recycled over 20 million pairs of shoes. In 2009 Nike was named the seventh-greenest U.S. company by *Newsweek* magazine.

Which marketing approach do you think is more effective: a cause-marketing approach in which a company partners with an environmental nonprofit, or an approach like Nike's that concentrates on the company's own actions?
Why do you think this is more effective?

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