
Chapter 15 Closing the Sale

Section 15.1 Customer Satisfaction

Green Marketer Activity: TerraCycle™ Grows Greener

Directions A growing number of companies are creating eco-friendly products. Method, The Body Shop, Clorox's Green Works, and Seventh Generation are just a few of these companies. Research one of these companies and answer the following questions.

1. Briefly describe the company's products.

2. How does the product's packaging reflect company's eco-friendly promise?

3. What financial or marketing benefits does the company derive from this program?
