

Guerrilla Marketing Goes Green Book Review

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Marketing has seen numerous waves of new techniques and new technology over the past few years. Using social media, increased email marketing, and marketing green are just a few of the recent developments that professionals have had to implement into the marketing plan.

A new book, *Guerrilla Marketing Goes Green* by Jay Conrad Levinson and Shel Horowitz (John Wiley & Sons, 2010) tries to address one of those new tools, marketing green.

Guerrilla Book Series

Levinson has a several other guerrilla books including, *Guerrilla Marketing Attack* (Houghton Mifflin Company, 1989) and *Guerrilla P.R.* (Collins, 1994) both of which were great books with great marketing and public relations tips and ideas.

The guerrilla green book is a bit disappointing. There really is only one chapter in the entire book that discusses green marketing and most of that chapter really leans toward greenwashing methods.

The authors do state in the introduction section that much of the book is based on one of Shel Horowitz's earlier books. Unfortunately, the readers don't know that

when they are buying the title or buying the authors.

Guerrilla Green Marketing

The one chapter dedicated to the green marketing is less than 20 pages long and provides some of the following tips:

- Green goods and services are easier to market.
- Green goods and services often demand a higher price and are more profitable.
- Turn green into gold by greening operations, greening marketing, and greening stakeholders.

The authors also recommend using product packaging as an inexpensive way to spread the environmental message citing Stonyfield Farm and Nature's Path as examples. There is also a section on using the right green language to avoid greenwashing.

The book lists the six sins of greenwashing including:

- Hidden trade-offs
- Lack of proof of claims
- Vagueness of catch-all terms
- Irrelevance
- False claims
- Green claims for a harmful product

Marketing Social Change and Sustainability

The authors have included two chapters on social marketing and one chapter that mentions sustainability. Chapter 19 is titled "Taking the Concept beyond Marketing: Abundance and Sustainability in Business and in Society."

The opening paragraph starts: "This chapter is a bit off-topic-but to us, it's the most important chapter in the book." Then goes onto offer a recap of core principles presented in the book.

Ways to Effectively Market Green

With all of the new marketing resources such as social media and marketing green, professionals are searching for effective ways to use these innovative tools to better a company's outreach. There are a slew of books on the shelves touting answers to everyone's questions and problems with the new tools.

Levinson and Horowitz have great reputations as experts in their fields and good, readable bestselling authors. This book just seems to fall short of its title, falls short of providing guerrilla green marketing, and falls short on the two highly revered reputations.