
Book review: *The Green Marketing Manifesto* by John Grant

Edited by *John Grant*
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In the growing world of sustainability and environmental awareness, *The Green Marketing Manifesto* by John Grant provides a blueprint for businesses in embracing green marketing as a way forward in growth and a sense of responsibility. Woven through sustainability principles and marketing strategy, this book challenges traditional methods and presents a new pattern toward connecting with green-minded consumers.

Citation and price

The Green Marketing Manifesto is available in both paperback and digital formats. For professionals and students alike, the book is relatively affordable. The depth of insight is well provided in it by offering real-life applications in the form of frameworks with an enigmatic thought to the minds that are seriously considering green marketing.

Analysis

The book is structured with the “Green Marketing Grid,” a conceptual model that frames green marketing strategies within a four-quadrant matrix: greener products, greener consumption, greener innovations and social action. Each of these quadrants was examined in-depth with case studies and practical guidelines. An example might include Marks & Spencer’s “Plan A” initiative or Toyota’s Prius launch, as depicted below.

The book’s analysis extends beyond surface-level marketing tactics to the systemic changes required in product design, supply chain management and consumer behaviour. This holistic approach makes it a valuable resource for those seeking to drive genuine environmental change through marketing.

Significance

What differentiates this book is its emphasis on aligning environmental sustainability with core business strategies. According to Grant, it is not just an ad for selling greenish products but also a call toward changing consumer culture toward sustainability. This was important in the context of the book, where greenwashing had already reached proportions that did not give consumers much confidence. By promoting authenticity and transparency, the book presents its self-image as a guide for the formation of long-term brand equity.

Relevance

In this light, global environmental problems and the call for sustainable business practices heighten the relevance of *The Green Marketing Manifesto*. In a time where governments and



consumers demand more accountability from businesses than ever before, this book provides a timely roadmap for how businesses can be competitive and contribute positively to society.

Target readership

It cuts across a broad audience base, which includes marketing professionals, business leaders, entrepreneurs and environmental studies students. Even for readers who lack knowledge in sustainability, its language is clear enough to understand the concepts developed here. For the practitioners, it offers new ideas or advanced means to further improve green marketing practices.

Sources and methodology

Grants draw from an incredibly good variety of sources, ranging from industry reports to academic research to real-world examples. His methodology – which has a perfect blend of theoretical insights and practical applications – makes ensures that the book is not only informative but also actionable. Case studies from different industries add depth and relevance, making the material relatable and inspiring.

Critical acclaim

While there is much to praise within the book, it does have its moments of idealism, which may not appeal as much to cash-strapped business concerns. It also leaves a little wanting with more instances of examples from SMEs, since the majority of concerns appear to be large corporations. Inculcating challenges relevant for SMEs would make the book more inclusive.

Recommendation

Required reading for anyone with an interest in marketing at the nexus of marketing and sustainability, *The Green Marketing Manifesto* is a rich blend of theoretical rigour and practical insights into marketing. Though it probably does not hold all the answers to your problems, it gives good grounds for revisiting strategies when ecological urgencies are on the rise.

Conclusion

John Grant's *The Green Marketing Manifesto* is not only a book but also a call to action for businesses to lead in the pursuit of a sustainable future. By bridging the gap between profitability and responsibility, it equips readers with the tools and inspiration needed to make meaningful differences. It is therefore a guide for those looking to innovate in the green economy.

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