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Green Marketing: Opportunity for Innovation, and her firm's newsletter, The Ottman Report on Marketing and Eco-Innovation for their ability to help clients reinvent their businesses and develop effective green marketing strategies by adopting eco-design for innovation and competitive advantage.

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J. Ottman, "Green Marketing: Opportunity for Innovation" (Lincoln-wood, Illinois: NTC Business Books, McGraw-Hill, 1998). 6. Note that the scope of this article is marketing strategy; it does not extend to questions related to corporate social responsibility. 7. S.

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