

4C'S OF GREEN MARKETING

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ABSTRACT

The second largest consumer market has to produce not only for itself but mesh up with the world order and this was the reason why the Pre-Mughal and Mughal India had been successful in terms of economic power including the Chola Period also where in we find that on the front of international trade we were the front runners. The present Union Foreign Minister considered in the asian part as the most successful has given the concept of 4Cs' namely the commerce, connectivity, capacity expansion and contact as the navigational bends for meeting the domestic as well as the international demand for economic growth. This calls for international trade being part of 'outside in' in the economic policy of India. Therefore the author has embarked on it with a focus on 'Green' as this is part of inner strength of India meeting the proper use of 3Ps'namely People, Planet and Profit.)

KEYWORDS: *Trend Setter, Rational Buyers, Default Green, Net Workers, Value Innovation, Green Wash, Mint Green, Netizen, Deep Purpose Syndrome.*

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