

Friday, March 14, 2008

Issues in Marketing Forum: "It's Not Easy Being Green"

It is clear that some societal movements have had a profound impact on consumers and their behavior in the marketplace, while other initially seemingly meaningful movements have quietly faded into the background. Predicting the future of movements that initially create considerable public interest, as well as substantial initial business backing, pose a significant challenge for businesses. How can a business tell what movement is going to become a long-lived trend and which will fade away?

This year's Issues in Marketing Forum, themed "It's Not Easy Being Green: Lessons from Emerging Consumer Trends," will provide insights into how businesses should respond to the uncertainty of societal movements by bringing together nine real world perspectives --- business people, academics, and government representatives who will share their experiences of how businesses should evaluate and subsequently respond to major environmental, social, and geo-political movements that are reshaping or have the potential to reshape the nature of consumer demand. Find out if consumers really support and are willing to pay for what they say they want for their society. Hear about the successes and challenges businesses have had in trying to meet society's emerging needs. And, gain some insight into what the future holds for sustainable movements that will impact businesses.

Join us on Friday, April 4, at the Oakland Center for this all day event. Visit the [Issues in Marketing Forum](#) Web site to get all the information you need for the forum and receive discounted pricing for OU alumni.

SUMMARY

It is clear that some societal movements have had a profound impact on consumers and their behavior in the marketplace, while other initially seemingly meaningful movements have quietly faded into the background. Predicting the future of movements that initially create considerable public interest, as well as substantial initial business backing, pose a significant challenge for businesses. How can a business tell what movement is going to become a long-lived trend and which will fade away?

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