

Wednesday, March 12, 2008

## It's Not Easy Being Green; Lessons from Emerging Consumer Trends

Over seventy participants comprised of OU faculty, staff, students and participants from the Metro Detroit Community joined the School of Business Administration Department of Marketing and Management for a day of presentations and panel discussions.

This Forum was developed by the Oakland University School of Business Administration to bring together business, academic and governmental leaders to help businesses evaluate societal movements through examples and debate about how, and when, to best address emerging trends.

The day provided insights into how we 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 re-shaping or have the potential of re-shaping 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.

### SUMMARY

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