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ENVIRONMENTAL MEASURES AS AN ATTRIBUTE OF MARKETING SUCCESS

Present world became much more complicated that it was in the middle of the 20-th century. In those times when modern way of earning money reached their own forms there was no problem concerning with environmental protection. Heavy industry was highly developed, but unfortunately all those progressive features could work in only one way. Way of pure earning money business. And today the humanity became face to face with a wide range of environment problems. Among them: nature pollution with toxic waste, active deforestation, exhaust pollution and oil spillage. Such rude activity caused numerous of alarming consequences. The most discussed theme is the global warming. Projections of future climate change suggest further global warming, sea level rise and an increase in the frequency and severity of some extreme weather events. Maybe its echoes we can already sense. Forest fires, floods, more frequent hurricanes and typhoons. Every year millions of deaths are caused by these local disasters. So goals commonly expressed by environmental scientists include:

- reduction and clean up of pollution, with future goals of zero pollution;
- cleanly converting non-recyclable materials into energy through direct combustion or after conversion into secondary fuels;
- reducing societal consumption of non-renewable fuels;
- development of alternative, green, low-carbon or renewable energy sources;
- conservation and sustainable use of scarce resources such as water, land, and air;
- the establishment of nature and biosphere reserves under various types of protection; and, most generally, the protection of biodiversity and ecosystems upon which all human and other life on earth depends.

The mission of business leaders is understanding of today's environmental challenges and to a develop effective solutions. Firstly why should they do something new and quite costly not for their own business but for the world nature environment? Because their consumers live in its world and they want to be healthy and feel safety. Starting eco-friendly business has two advantages; you will be starting a business targeting a growing market and starting an eco-friendly can be particularly satisfying as you get to make your own contribution to making the world a better place.

Especially eco-friendly business is much appreciated by young generations because of it s progressiveness. It is quite topical for them to be a part of “clean brain society”, which could analyze their past mistakes to improve their future. Now peoples become more conscious about their health and environment, this is

why the scope of eco products is very large. Many companies are trying to promote their products by labeling their goods in the name of eco friendliness. One another reason why companies try to follow eco-friendly trend is the opinion among the livings that products made with environmental technologies are eco-friendly too. In fact it is really true. No aggressive chemical materials, no nature pollution. There is no chance to enter the hazardous chemical materials in the environment and these are easily decomposable materials. For a proper market eco stores are specifically made for selling the environment friendly products. The business of organic store is flourishing at amazing rate which shows the keen interest of the peoples towards the benefits of eco products. Also one another important factor is the cost of eco-friendly production. Generally the cost of such products is higher than the cost of products made of chip but dangerous ecology raw materials in traditional way. For example synthetics bags are much cheaper then bags made of cotton, but the difference between them for only one consumer is not paramount that cannot be said about wholesale purchases. Synthetic products are much more profitable for every business that has a deal with a production of large quantity. That's why eco-friendly policy is more fashionable then useful now. In that case I Could say that Eco-friendly policy is more profitable for small business. But the future is for eco-friendly.

Enterprising business leaders now realize that these resources are not infinite and reduction of their extraction and conversion into products that play a vital role in the maintenance of the environmental balance of our planet. The need for environmental preservation and conservation of resources and the reduction of pollutants is fast becoming recognized as a fundamental necessity. Companies with major "eco-friendly" initiatives now build their corporate buildings with preservation of the environment as an integral part of their design. By capturing solar power and utilizing wind power and energy saving lighting and electrical systems they are spending more up front in order to reap the economic and social benefits of their efforts in the near future.