



The Insider's Guide to

MARKETING GREEN BUILDINGS

The strategies, data, tools and techniques you need to succeed at marketing green buildings, products, and sustainable design and construction services

INSIDE THE GUIDE

THE INSIDER'S GUIDE TO MARKETING GREEN BUILDINGS provides you the strategies, data, tools and techniques you need to market green buildings and sustainable design services. Written by industry insider Jerry Yudelson, this comprehensive guide contains:

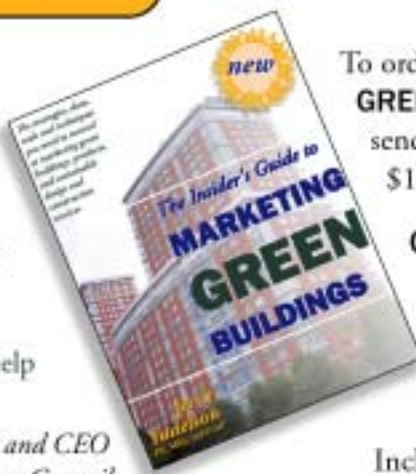
- More than 190 pages of informational text
- More than 45 tables and charts of hard-to-find and proprietary research data
- Fifteen chapters covering all key topics
- Information which covers all segments of the green building industry, with special focus on offices, schools, colleges and health care
- Strategies for marketing of green technologies and products

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ANOTHER INSIDER SAYS...

"The Insider's Guide provides a just-in-time tool for those wanting to understand how marketing professionals assess [green building] markets and opportunities. Even better, it provides practitioners with insights and tools to help them 'make the sale' to clients."

*Christine Ervin, former President and CEO
U.S. Green Building Council*



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