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Go Green Radio
Friday at 9 AM Pacific
August 12th 2011: The Green Marketing Guru

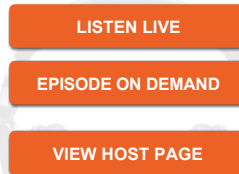
Jacquelyn Ottman is not just another face in the "green" crowd. She has been a pioneer in green marketing since 1989, and her new book, *The New Rules of Green Marketing*, has been named a top 40 Sustainability book by the University of Cambridge. Her clients include some of the biggest names in Fortune 500 companies, like 3M, Bissell, Clairol, Johnson & Johnson, Kraft General Foods, and Nike. During this episode of Go Green Radio, Jacquelyn will discuss how important it is for companies to have an in-depth understanding of how today's mainstream green consumers differ markedly from yesterday's

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Featured Guest



JACQUELYN OTTMAN

JACQUELYN OTTMAN IS THE NATION'S FOREMOST EXPERT ON GREEN MARKETING & ECO-INNOVATION. At age four, her siblings called her "Junkie Jackie" when she dragged home treasures from the neighbor's trash. Today she's on a mission to help businesses develop and market profitable new products and services that can help consumers lighten their own impact. After spending over a decade in major NY advertising agencies learning the marketing ropes from the likes of Procter & Gamble and Ralston Purina, in 1989 Jackie Ottman founded J. Ottman Consulting, Inc. and pioneered green marketing. Her goal: apply her finely-honed consumer packaged goods skills, her creative bent for dreaming up new products, a

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