

An integrated micro-and macrolevel discussion of global green issues:It isn't easy being green.

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An integrated micro- and macrolevel discussion of global green issues: "It isn't easy being green"

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### Abstract

Two key issues arising from globalization of world markets are the impact of business activities on the environment and threats to sustainable development. These issues are usually referred to as "green" issues. This paper presents a detailed discussion of global green issues in the context of a number of environments that include the socioeconomic, political, technological, and competitive arenas. The discussion is based on an attempt to integrate two conceptual models by Maslow (Maslow, A., 1954. *Motivation and Personality*. Harper & Row, New York) and Cateora (Cateora, P.R., 1983. *International Marketing*, 4th. ed. Irwin, Chicago, IL). The goal is to bring together both a microlevel perspective of the individual consumer and a macrolevel perspective of business through analysis in multiple environments that are affected by green issues. This integration is viewed conceptually as a recursive system of mutually reinforcing

causes and effects at the micro- and macrolevels.

The leitmotiv throughout the paper is that "it isn't easy being green," either for consumers, activists, corporate leaders and managers, or public policymakers. Practical examples are presented to support and illustrate the discussion. The main finding is that a new approach is needed to business in general through a new dominant social paradigm (DSP) and to international business in particular in order to achieve both sustainable development and sustainable consumption. In conclusion, the importance of individual responsibility and action by consumers and managers alike is underlined.



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## Keywords

Global green issues; Micro- and macrolevel approaches; Sustainable development

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