

# Index

Note: Page numbers in *italics* denote a figure/table.

- AACC (Association des Agences Conceils in Communication) 19, 24
- ABS Bank 112, 114, 117, *117*, 119, 120, 121
- accountant marketing 2
- Adam, A. 65
- ADEME, l' (Agence de l'environnement et de la maîtrise de l'énergie) 24
- advertising 6, 12–13, 18  
and Chinese women  
consumers 93–4  
criticism of 13  
and CSR reporting 27  
definition 12–13  
emotional abuses in 77–8  
making more responsible 76–7  
sustainable development and 74  
word of mouth 10
- AdWiser 23–4, 26–7, 74
- AFAQ 1000 NR standard 28
- Alternative Bank ABS *see* ABS Bank
- American Marketing Association 12
- Americans 60
- annual reports 20, 21
- APACOM (Association des Professionnels Aquitains de la Communication) 19, 24
- aporia 97, 100
- Argandona, A. 57
- Ashley, Jackie 13
- Association des Agences Conceils in Communication *see* AACC
- Association des Professionnels Aquitains de la Communication *see* APACOM
- Association Française des Correspondents à la Protection des Données à caractère Personnel (AFCDP) 61
- astroturf campaigns 14–15
- Auger, P. 22
- Babyloan.org 46–7
- balance sheets 114–18, *115*
- banks/banking, ethical *see* ethical banks/banking
- Bardolle, O. 106
- Baskerville, R. 53, 56
- Benetton 13
- Bergadaa, M. 73
- Blodgett, J.G. 60
- blogs 44
- BNP Paribas 115–16, *116*
- Borgerson, J.L. 13
- Bowen, H. 38, 45
- Boyd, D. 44
- branding 13
- Bretones, D. 59
- British American Tobacco (BAT) 11
- British women, consumption practices 82
- Bull, C. 65
- Business Action for Sustainable Development (BASD) 41
- 'butterflies' 70, 71
- capitalism 2, 3, 13
- carbon footprint 104–5, *105*
- Carroll, A.B. 20, 22
- carrying capacity 104
- cause-related marketing 6, 7, 10
- 'celebrity firms' 10

- cell phones
  - and Chinese women consumers 88, 90, 91
- certification
  - and communication agencies 28, 31, 33
- Chartered Certified Accountants 21
- Chartered Institute of Marketing
  - see* CIM
- China 3, 81
  - Code promoting healthy development of marketing communication 94
  - economic growth 81
- Chinese women consumers 81–94
  - and advertising 93–4
  - and age 87
  - cell phones 88, 90, 91
  - choice criteria 90–1, 93
  - clothing and accessories 83–4, 88, 89, 90, 91
  - coffee 85–6, 88, 88, 91
  - cosmetics 82–3, 88, 88, 90
  - and cultural entertainment 88, 91, 93
  - and geographic zones 84, 86
  - and income 86, 87, 92, 92
  - restaurants 84–5, 88, 88, 91, 93
  - role of in economy 81
  - sport/physical activity
    - participation 88, 89–90, 91, 93
  - top personal items bought 87–90, 88
  - travel abroad 88, 89, 91, 92, 93
- CIM (Chartered Institute of Marketing) 12
- Citizens Bank 114
- Clark, J. 6
- Clarkson, M.B.E. 46
- climate change 97–8, 100, 105–6
  - see also* global warming
- clothing and accessories
  - and Chinese women consumers 83–4, 88, 89, 90, 91
- Clownfish 30
- Co-operative Bank 114
- code of ethics
  - and communication agencies 24, 28–9, 30, 33
- codes of conduct 75
- coffee consumption
  - and Chinese women 85–6, 88, 88, 91
- collaboration 45, 47, 62
- collective intelligence
  - and Web 2.0: 44–5, 49
- Comité 21: 76–7
- Commission Nationale de l'Informatique et des Libertés (CNIL) 61
- communication 68–79
  - emotional abuses in 77–8
  - ethical issues in brand 69
  - exploitation of sustainable concept of 68
  - financial approach to 69
  - function of ethics in 72–3
  - and global responsibility 73–4
  - and good practice guide (Comité 21) 76–7
  - making more responsible 74–6
  - opposing definitions 71–2
  - role of in CSR processes 20–1
  - and sustainable development 74
  - triple bottom line approach and impacts of 70–1
  - see also* marketing communication
- communication agencies 18–33
  - and code of ethics 24, 28–9, 30, 33
  - competitive advantage of CSR integration 27–8
  - and CSR reporting 29–30, 32, 33
  - and eco-design of a campaign 23, 24, 31, 33
  - and employees 31–2, 32–3
  - and greenwashing 21–2
  - integration with CSR 23–32

- key success factors of a CSR
  - approach 31–2, 32–3
  - limitations to successful
    - integration of CSR 32
  - and message responsibility 23–4, 27, 30–1, 33
  - participating agencies in study 27
  - role of 18, 20
  - and stakeholders 29, 33
  - standards and certification 28, 31, 33
  - study method 24–6
  - thoughts and rationale for late integration of CSR reporting 26–7
- communities 10, 22
  - and social networks 44
- competitive advantage
  - and CRM 52–3
  - and CSR integration 27–8
- competitive intelligence (CI) 55, 58–60
- consumer activism 22
- consumer benefits 73
- contact and convince 4–5
- Corman, S. 65
- corporate governance
  - and ethical banks 109, 118–20
- corporate identity 5–6, 19
- corporate social responsibility *see* CSR
- cosmetics
  - and Chinese women
    - consumers 82–3, 88, 88, 90
- country culture, influence of
  - on knowledge management ethics 60–2
- critics, communicating with 11
- CRM/KM (customer relationship management/knowledge management) 51–66
  - capturing of tacit knowledge and converting to explicit knowledge 53–4, 56–7, 58
  - and competitive advantage 52–3
  - and competitive intelligence (CI) 55, 58–60
  - and country culture 60–2
  - and data handling 54–5, 56
  - definition 52
  - deontological approach 55–6, 60, 64
  - and ethics paradox 55–8, 64
  - external factors influencing 60–2, 65
  - inclusive-exclusive dimension 65
  - and intellectual property theory 56–7, 58, 59–60, 64
  - and ‘knowing what you know’ 53
  - and leadership style 62
  - and organisational culture 62
  - overcoming cultural barriers challenge 58
  - and personal privacy theory 56–7, 60, 62, 65
  - teleological approach 55–6, 60, 64
  - transparent-opaque dimension 65
  - utopian viewpoint 51, 64
  - and wisdom 63–4, 65–6
- crowd-sourcing 47
- CSR (corporate social responsibility) 1, 19–20, 69
  - at centre of an enterprise’s survival 38–9
  - definition 19
  - and ethical issues 21–3
  - four-part model 20
  - integration within the communications sector 23–32
  - key components of 20–1
  - as a legitimate tool 6
  - as a means to deal with uncertainty 39–40
  - programme indicators to communicate about 20
  - role of communication in processes of 20–1
  - suggested marketing approaches to 3, 4
  - triple bottom line (TBL) approach 20
  - and Web 2.0: 45–9

- CSR reporting  
 and communications  
   agencies 29–30, 32, 33
- culture  
 impact of on business  
   conduct 60  
 impact of on ethical decision  
   making 60–1  
 influence of country culture  
   on knowledge management  
   ethics 60–2  
 organisational 55, 62
- customer relationship management  
*see* CRM/KM
- customers 23  
 knowledge about 51  
 marketing communications  
   with 10–11  
 as stakeholders 10, 46
- data handling, and CRM 54–5, 56
- datamining 54, 59–60
- De Pelsmacker, P. 5
- decision making  
 impact of culture on ethical  
   60–1
- deontological approach  
 and CRM 55–6, 60, 64
- 'Des enjeux et des hommes' 25
- Deschamps, C. 47
- Diamond, J. 99
- distortion of knowledge 56
- Dougherty, Dale 48
- Douglas, W. 22
- Dulipovici, A. 53, 56
- Dupuy, Y. 100
- e-mail 62
- e-mail addresses, theft of 56
- EACA (European Association of  
 Communication Agencies)  
 19, 24
- Earth University 18
- eco-design of a campaign  
 and communication agencies 23,  
 24, 31, 33
- ecocide 99, 100, 101
- economic progress, and  
 happiness 2–3
- Elise 31
- Elkington, John 70
- Ellison, N. 44
- Embassy (cigarettes) 7
- emotions  
 used as tool of persuasion by  
   advertisers 77–8
- employees 30  
 communicating with over  
   ethics 10  
 ethical banks and remuneration  
   policies for 119  
 and successful integration of  
   CSR 31–2, 32–3
- energy 39
- environmental communication  
 concept 20
- Epsilon 56
- ethical banks/banking 109–21  
 absence of participation in  
   financial markets 117, 118,  
   120  
 approach to profitability 112,  
   118, 120  
 approach to sustainable  
   finance 112  
 balance sheets 114–18, 115  
 characteristics of 109–10  
 Community Bank status 114  
 and corporate governance 109,  
   118–20  
 credit allocation 113, 117, 118,  
   120, 121  
 financial activities of 113  
 internal functioning of 113–14  
 primacy of social and  
   environmental added  
   value 112–13, 119, 120  
 remuneration policy for  
   employees 119  
 and subprime mortgage  
   crisis 120–1  
 and transparency 114  
 ethical funds 110, 112  
 'ethical soul' 73

- ethical washing 74  
 Ethicity.net 73  
 'ethics in practice' 72  
 'ethics as sacrament' 72  
 European Association of  
     Communication Agencies *see*  
     EACA  
 experts, communicating with 23  
 explicit knowledge  
     capturing tacit knowledge and  
     converting it to 53–4, 56–7, 58  
  
 Facebook 43  
 fairwashing 74  
 Fan, Y. 14  
 Fassin, Y. 7  
 Ferrell, O.C. 22  
 financial crisis 4, 39  
 financiers, communicating  
     with 11  
 Flickr 44  
 formula marketing 2  
 Freeman, E. 8, 9, 46  
 Friedman, Milton 69  
 Futerra Sustainable Communications  
     agency 27, 29, 30  
     Greenwash Guide 21  
  
 Gabriel, Y. 22  
 GE Money 82  
 geocide 98, 99, 100, 101  
 Gibson-Sweet, M. 6  
 Giozueta, Roberto 6  
 Global Compact 28–9  
 global responsibility  
     and communicators/  
     marketers 73–4  
 global warming 31, 101 *see also*  
     climate change  
 good practice guide  
     and responsible  
     communication 76–7  
 Google 39  
 government, communicating  
     with 10  
 green consumer, increasing  
     awareness of the 22  
  
 green marketing 23  
 Green, Stephen 2, 3  
 Greenpeace 22, 29  
 greenwashing 6, 9, 21–2, 68, 74  
 grey literature 59  
 Groupe Caisse d'Epargne – Banques  
     Populaires 116, 117  
 growth-risk-governance (CRG)  
     paradigm  
     and banks 111  
  
 Hackley, C.E. 13  
 happiness  
     and economic progress 2–3  
 Heath, R. 22  
 Helfer, J.P. 72  
 Hirschmann, E.C. 77  
 Holbrook, M.B. 77  
 Holmström, B. 42  
 'honeybees' 70, 71  
 Howe, J. 47  
 Huberman, A.M. 25  
 Hung, K. 93  
  
 ICC (International Chamber of  
     Commerce) 41  
 Icom 29, 31  
 ideology, ethics as 72  
 Ikea 47  
 IMPRIM'vert 31  
 income  
     and Chinese women  
     consumers 86, 87, 92, 92  
 information boundary theory 62  
 information processing model 5, 5  
 InnoCentive 47  
 Innoxia 27, 28  
 intellectual property theory 56–7,  
     58, 59–60, 64  
 Intergovernmental Panel on Climate  
     Change *see* IPCC  
 International Chamber of  
     Commerce (ICC) 41  
 international charters 19  
 Internet 43, 62 *see also* Web 2.0  
 IPCC (Intergovernmental Panel on  
     Climate Change) 102, 105

- Key Account Management (KAM) 11
- King, S. 2
- Kjaergaard, A. 10
- know-how 53–4
- know-what 53
- knowledge
  - capturing tacit knowledge and converting it to explicit 53–4, 56–7, 58
  - misappropriation of 56
  - mismanagement of 51
- knowledge management *see* CSR/KM
- Kurt Salmon Associates 83
  
- Land, F. 51
- Lang, J.C. 53
- Lang, T. 22
- Le-Public-Systeme 27, 28, 31
- leaders
  - conviction of as driver behind successful integration of CSR 31
  - as important role models for CRM/KM 62
- Lego 47
- Levy, Pierre 44–5
- Li, Jan 84
- Lindbolm, C.K. 6
- lobbying 10
- Lung, David 81–2
- Lush 56
- Lyon, T. 14
  
- McGuire, W.J. 5
- McKenna, B. 63
- Maignan, I. 22
- Manu-Lab 48–9
- marketing communications (and ethics) 1–17
  - and advertising *see* advertising
  - and communities 10
  - and critics 11
  - and customers 10
  - and employees 11
  - and government 9
  - information processing model 5
    - and media 10
    - planning 12
    - and public relations 14–15
    - pull, push and profile strategies 12
    - role of 4–7
    - and stakeholders 9–11
    - and suppliers/financiers 11
- marketing department marketing 2
- marketing mix 4
- Marks and Spencer (M&S)
  - teaming up with Oxfam 7
- Martensson, M. 54
- Marti, Y.-M. 61
- Martinet, B. 61
- Maxwell, J. 14
- media, marketing communications
  - with 10
- MetaMatrix 70, 71
- Miles, M.B. 25
- Morocco 101
- Morsing, M. 20, 21, 23, 78
- MySpace 44
  
- Nature et Découverte shops 76
- new information technologies 43
- New Statesman, The* 2
- NGOs 6–7, 10, 33, 72
- Nieto, Verde 30
- Novartis 47
  
- Ogilvy 27, 29
- oil companies
  - and greenwashing 6
- open source intelligence 59
- O'Reilly, Tim 43, 48
- organisational culture 55, 62
- organisational knowledge 42, 53
- Oxfam
  - teaming up with M&S 7
  
- Pastore-Reiss, E. 71
- PCF-PEFC 31
- Perrini, P. 19
- personal knowledge *see* tacit knowledge

- personal privacy theory 56–7, 60, 62, 65  
 population movements 98  
 power distance 60  
*Practice of Sustainable Marketing Guide, The* 74  
 Procter and Gamble 39  
 profile strategies 12  
 profit maximisation 69  
   approach to by ethical banks 112, 118, 120  
 property rights 57–8 *see also* intellectual property theory  
 public relations 6, 10, 12, 14–15  
 push and pull strategies 12  
  
 recycling  
   and communication agencies 31  
 regulation  
   and responsible communication 75  
 responsibility message  
   and communication agencies 23–4, 27, 30–1, 33  
 restaurants, and Chinese women consumers 84–5, 88, 88, 91, 93  
 Rindova, V.P. 10  
 risk society 41, 63  
 Robert-Demontrond, P. 73  
 Roberts, J. 42  
 Rooney, D. 63  
 Rowley, J. 63  
  
 Saïd, A. 59  
 Sandbu, M. 10  
 Schroeder, J.E. 13  
 Schultz, M. 78  
 Sharpley, R. 99  
 sin industries 10  
 Smile 114  
 Smith, P.R. 12  
 Smith, R.C. 110  
 Snow, C.P. 13  
 social marketing 72  
 social networks 44  
 social reports 20  
  
 Society of Competitive Intelligence Professionals (SCIP) 55  
 SOSTAC (planning system) 12  
 Sousse (Tunisia) 101  
 sponsorship 7, 9, 10  
 stakeholder theory 45–6  
 stakeholders 1, 7–11, 41, 45–6  
   collaborating with on issues of innovation 47  
   and communication agencies 29, 33  
   CSR and ethics communication to 22–3  
   definition 7, 22  
   Freeman's original and adapted model 8–9, 8  
   and marketing communication 7–11  
 standards  
   and communication agencies 28  
 Starbucks 89, 91  
 Stiglitz, J. 111  
 strategic fit 7, 11  
 Styhre, A. 54, 57  
 subprime mortgage crisis 109, 120–1  
 suppliers, communicating with 11  
 sustainability reports 21  
 sustainable development 19, 24, 37, 76, 106  
   and advertising 74  
   and traditional banks 110  
   World Summit on 41  
 sustainable finance 109, 112  
 sustainable management 39, 40–2  
  
 tacit knowledge  
   capturing and converting it to explicit knowledge 53–4, 56–7, 58  
   transfer of between individuals 57  
 Taiwanese 60  
 Taylor, J. 12  
 teleological approach 55–6, 60, 64  
 terrorism 98–9  
 Thiery-Seror, P. 72

- 'think globally to act locally' 41
- 3Ps (pull, push and profile) 12–13
- thrust marketing 2
- Tissier-Desbordes, E. 77
- Titanic syndrome 100
- tolerance 62
- tourism 97–107
  - ambivalence surrounding
    - geography of 97–9
  - and carbon footprint 104–5, 105
  - and climate change 97–8
  - and economic development 103–4
  - era of mass 97, 99
  - and environmental
    - contradictions 102–4
  - and our relationship with risk 100–1
  - and terrorism 98–9
  - and water 101–2
  - ways of limiting territorial footprints 103
- Toyota 94
- Trans-Elect 39
- transparency 20, 48
  - and ethical banks 114
- Trethewey, A. 65
- Triodos Bank 110
- triple bottom line (TBL)
  - approach 20, 70–1
- trust 3, 33, 51, 56, 62, 65, 73
- uncertainty avoidance 60
- United Nations Development Program (UNDP) 102
- United Nations Environment Programme (UNEP) 18
- United States
  - Do It Yourself 48
  - knowledge management and ethics 61–2
- user-generated content 43–4
- USO 26000 guidance 28
- Virillo, P. 99, 103, 105
- Walter, I. 110
- water
  - and tourism 101–2
- Web 2.0: 43–9
  - and collective intelligence 44–5, 49
  - and crowd-sourcing 47–8
  - and CSR 45–9
  - definition 43
  - emergence of new uses for 44
  - individual as main actor of 43–4
- Wikipedia 44
- wikis 44, 45
- wisdom 63–4, 65–6
- women, consumption practices 82
  - see also* Chinese women consumers
- World Business Council for Sustainable Development (WBCSD) 41
- World Summit on Sustainable Development (2002) 41
- YouTube 44, 48