



Cost Benefit Analysis in Environmental Friendly Marketing

Loukas Bellonias

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Seminar paper from the year 2008 in the subject Environmental Sciences, Technical University of Munich, course: Sustainable Consumption, 14 entries in the bibliography, language: English, abstract: In this article we first define and describe the concept and main points of environmental friendly marketing. We present the six important steps that must be followed to have a successful marketing strategy. We make a short introduction into cost benefit analysis, present the basic points of the cost benefit analysis theory and define the various types of benefits and costs.

As a conclusion, an example in the sector of “passive” houses (Niedrigenergiehäusern) is presented, in order to evaluate the options that a consumer has to choose from, when facing the residence dilemma.

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