

# Green Marketing: Opportunities and Issues

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**Abstract:** *The paper centres the definition and ideas of green promoting, momentarily talk about advertising blend and chances of green showcasing. It additionally concentrates a portion of the issues with green showcasing. In the present business world natural issues assumes a significant part in promoting. All most every one of the legislatures all over the planet have worried about green advertising exercises that they have endeavoured to control them. There has been little endeavour to analyse ecological or green showcasing scholastically*

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