



Marketing the Green School: Form, Function, and the Future (Advances in Educational Marketing, Administration, and Leadership)

Tak C. Chan

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As environmental concerns become more prevalent, it is important for today's youth to be exposed to green practices. The introduction of environmentally sound principles into educational systems and institutions helps establish a positive viewpoint on sustainability as well as promote green practices.

Marketing the Green School: Form, Function, and the Future features the latest research surrounding the operational efficiency, financial and legal considerations, and effectiveness of environmentally friendly school systems, as well as the integration of environmental education curriculum. Investigating the impact a green environment has on student well-being and success, this book is an essential reference source for school superintendents, school business managers, contractors, architects, and civil engineers interested in the development and promotion of green initiatives in educational institutions.

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