

Subject: : Conservation

Topic: : The Gov is Yaking...

Re: The Gov is Yaking...

Author: : troutbert

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URL:

Greenwashing or "green sheen" is a form of spin in which green PR or green marketing is deceptively used to promote the perception that an organization's aims and policies are environmentally friendly. Whether it is to increase profits or gain political support, greenwashing may be used to manipulate popular opinion to support otherwise questionable aims.