

Osez passer de la valeur ajoutée à la valeur étendue!

Ganaël Bascoul

Professeur de Marketing, ESCP-EAP

Président de l'Extended Values Lab

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Sensibilisés aux problématiques du développement durable, les consommateurs choisissent non seulement un

PRODUIT
PRODUIT

Mais au-delà,
ils choisissent
aussi un certain

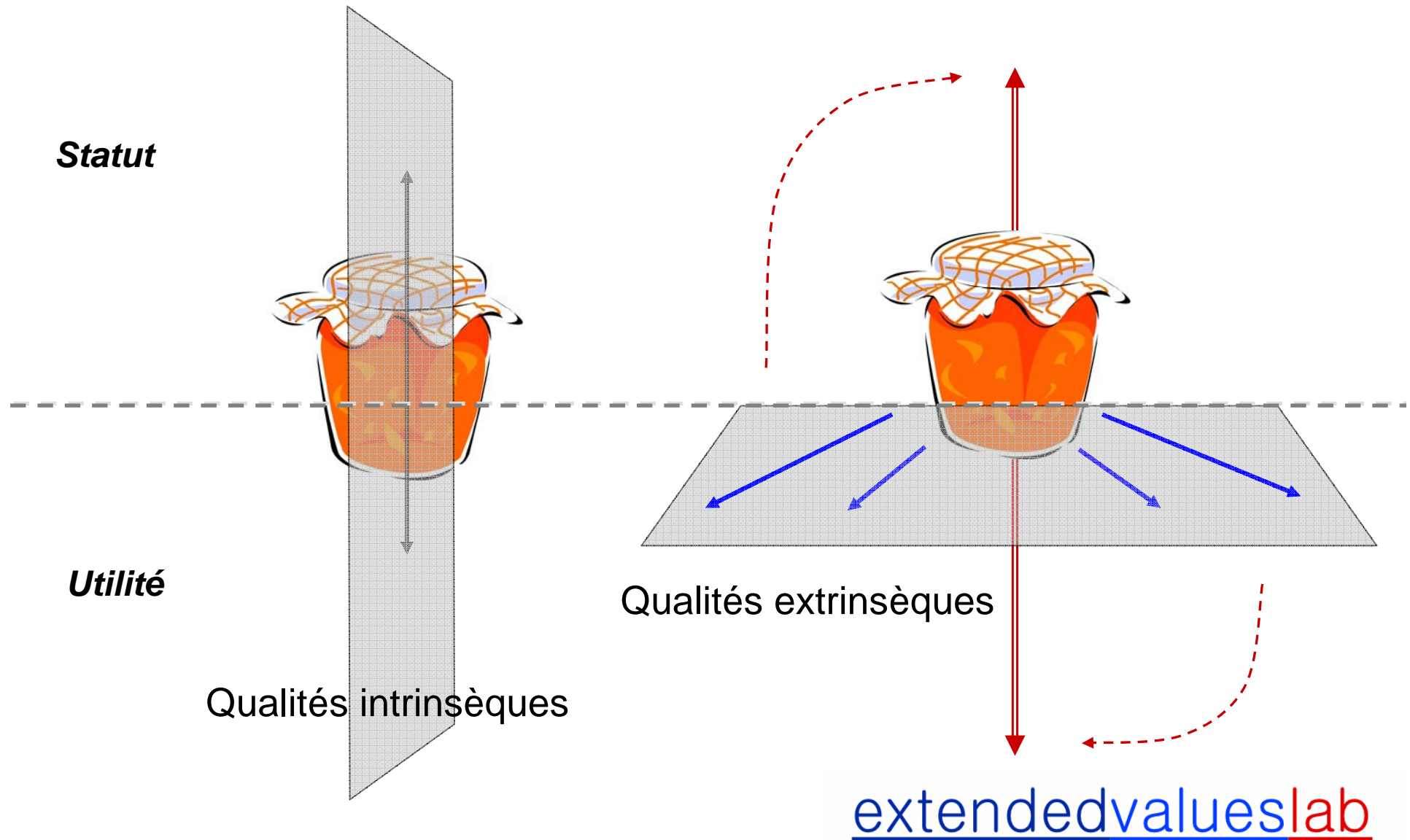
PROCESS
PROCESS

... que l'entreprise doit être capable de concevoir et d'implémenter, et sur lequel le marketeur doit être capable de **communiquer**

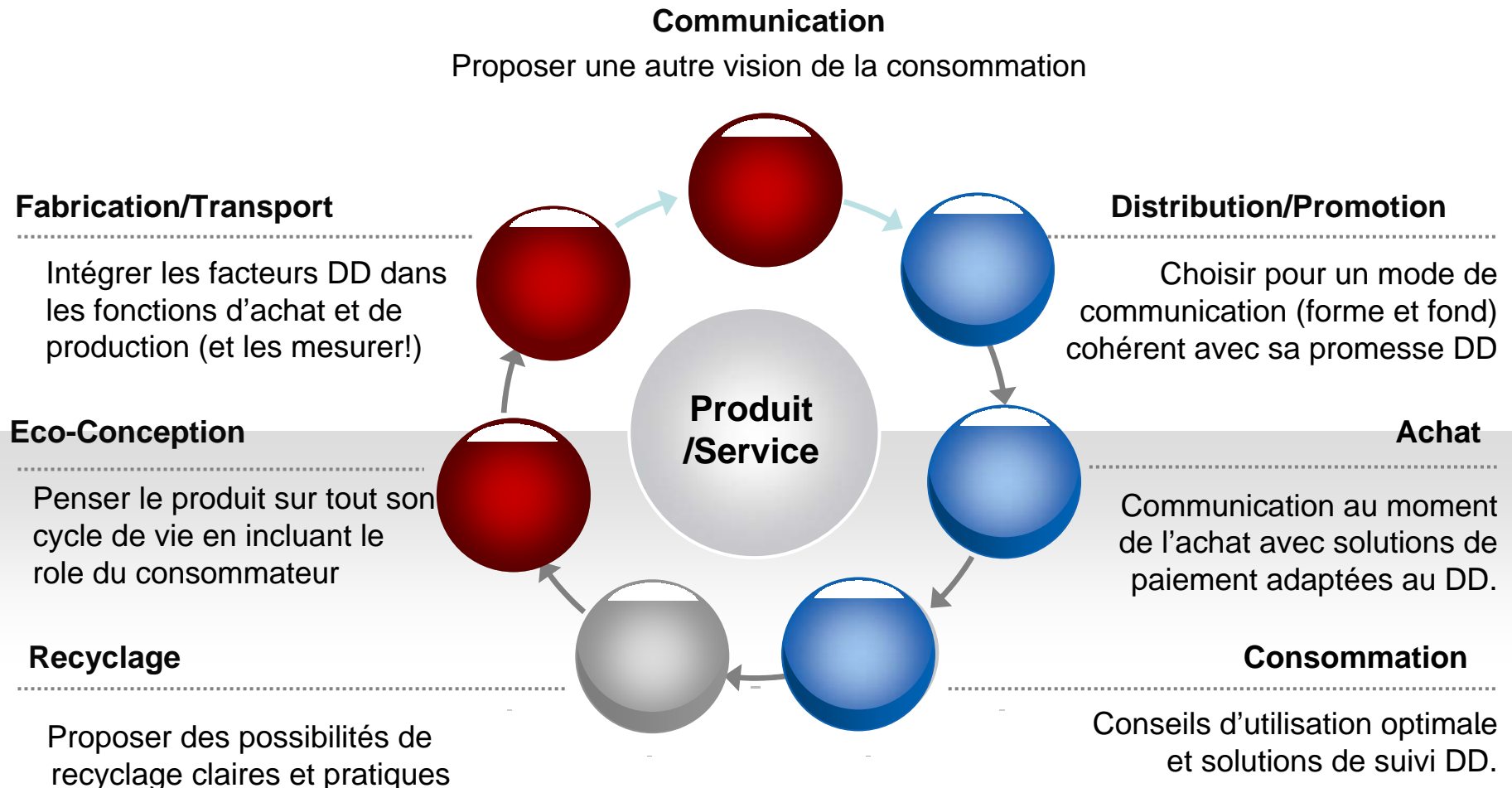
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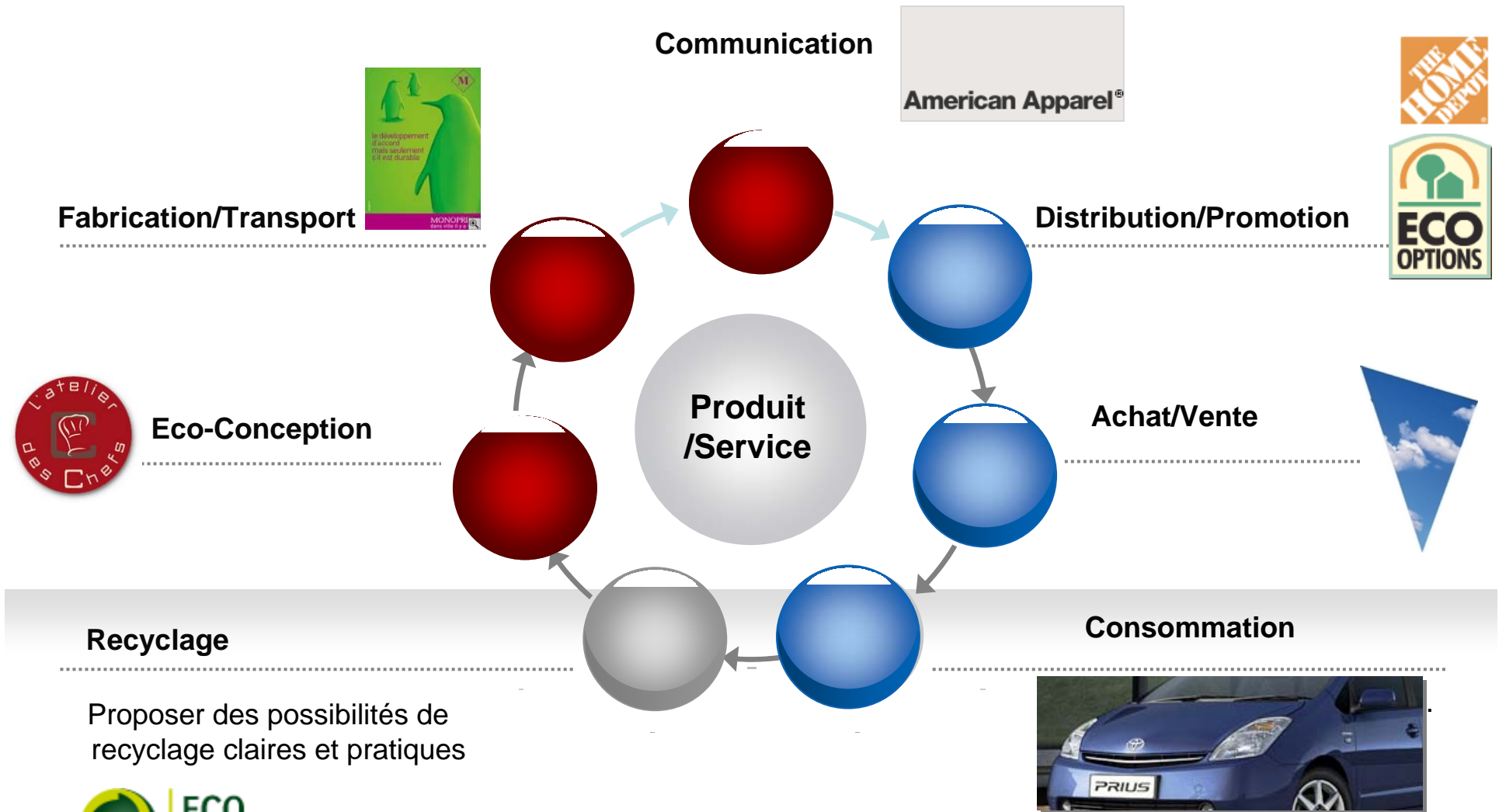
Un nouveau champ de création de valeur



Composantes cycle de vie produit




Cycle de vie: Exemples



American Apparel: Cool et Social

American Apparel®

AMERICAN APPAREL ON IMMIGRATION



**Brenda Monterroso, 24 years old
American Apparel Production Employee**

"America's immigration system is outdated, unsuited to the needs of our economy and to the values of our country. We should not be content with laws that punish hardworking people who want only to provide for their families, and deny businesses willing workers, and invite chaos at our border." - President George Bush, State of the Union Address, February 5, 2005

At American Apparel, we agreed with the President's call for immigration reform, so why has nothing been done for the last three years?

It's time to give a voice to the voiceless. Businesses are afraid to speak to the media about immigration, frightened of reprisals by government agencies. But we cannot just sit in the shadows and watch the government handle this matter to advance their own careers.

Over 12 million human beings have become here in the USA, yet they do so in legal purgatory to send them back to their previous home or that the only realistic option is some form of forward-thinking immigration policy.

Migration and economic experts generally agree that the productivity and hard work of immigrants improves the economy, makes goods more affordable and available to US citizens, and creates more jobs for US workers. Immigrants not only increase the wealth of the nation, they have contributed significantly to major scientific, medical and industrial advancements, as well as to the arts. Many of them have become great entrepreneurs too.

At what point are we going to recognize that the status quo amounts to an apartheid system? At what point will America stop living in a state of denial?

At American Apparel we support our workers. We support our community. We support Los Angeles. We support the pride of America and the American Dream.

Enough is enough.



It's time to Legalize LA, and Legalize the USA.

American Apparel®

www.americanapparel.net



AMERICAN APPAREL ON IMMIGRATION

Envios Shipping

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Over 12 million human beings have become here in the USA, yet they do so in legal purgatory. While no serious political voice calls to send them back to their previous home countries, very few have the courage to admit that the only realistic option is some form of legal integration, coupled with a legitimate, forward-thinking immigration policy.

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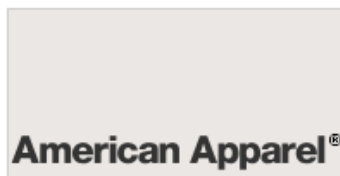
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American Apparel: Cool et Social

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AMERICAN APPAREL ON IMMIGRATION



Reyah Mustafaoui, 24 years old
American Apparel Production Employee

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It's time to give a voice to the voiceless. Businesses are afraid to speak to the media about immigration, frightened of reprisals by government agencies. But we cannot just sit in the shadows and watch the government and politicians exploit and misrepresent this matter to advance their own careers.

Over 12 million human beings have become integral to our society, economy and culture here in the USA, yet they do so in legal purgatory. While no serious political voice calls to send them back to their previous home countries, very few have the courage to admit that the only realistic option is some form of legal integration, coupled with a legitimate, forward-thinking immigration policy.

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www.americanapparel.net

American Apparel®

American Apparel is under 10 years of age - so it makes sense such a young brand has found a way into the hearts and wardrobes of the world's hippest kids.



From Seoul to Shoreditch, New York to the Netherlands, Fukuoka to France, American Apparel continue to put most of the high street to shame with their innovative designs - without resorting to copying designers. Their ads, complete with hot girls and boys from the AA staff, have a perfect Terry Richardson-style grunginess. The clothes live up to the ad's promises - and have ensured the brand's visibility in high class places. See the metallic leggings rubbing shoulders with Balenciaga and Givenchy in every fashion shoot for autumn/winter. And that bodcon low-back dress worn by headturners everywhere, in shades from black to grey to fuschia. They even expanded from cotton to jeans and cord - a hit with the East London teenage contingent. Children and animals get a look in too, with multicoloured babygrows and mini tees providing parents with an excuse to dress up Junior and Rover just like them. The latest demographic given the AA treatment is Kensington's locals. The brand recently opened their fourth store in the UK on High Street Ken. Get down there for some priceless pocket money style now.

Lauren Cochran americanapparel.net

Photography TUNG WALSH
Styling SAM RANGER

Sasha wears leggings made into headdress, dress and bodysuit by American Apparel.
Hair: Ponce Papanduros. Makeup by Lucia Pica using Neve. Styling Assistance Abby Bennett. Model: Sasha at Neve.

Sweeter than candy.
Better than cake.

"Next time I'm gonna get her a skirt."



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Home Depot: Eco & Clair



You can do it. We can help.™



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Home Depot: Eco & Clair



You can do it. We can help.™



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The Home Depot makes it easy with the new Eco Options™ Label. These products help protect the environment and can even save you money.

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ECO OPTIONS

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[VIEW THE NEXT ROOM](#)



ECO TIP

EPA studies found levels of about a dozen common organic pollutants to be 2 to 5 times higher inside homes than outside. Low V.O.C. water-based latex paints emit fewer smog forming chemicals and can help fight eye,



Living Room
recession 14w (60w) R-30 soft white CFL

LASTS 10 TIMES LONGER AND USES 75% LESS ENERGY

Create a brighter future for your home and the planet - simply by changing a light bulb.

- If you replace your 5 most frequently used bulbs with ENERGY STAR® qualified CFLs, you'd save up to \$60 a year
- If every American home

ECO OPTIONS

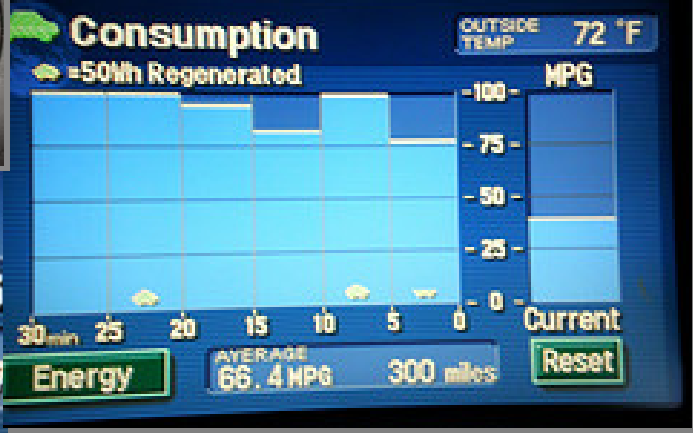
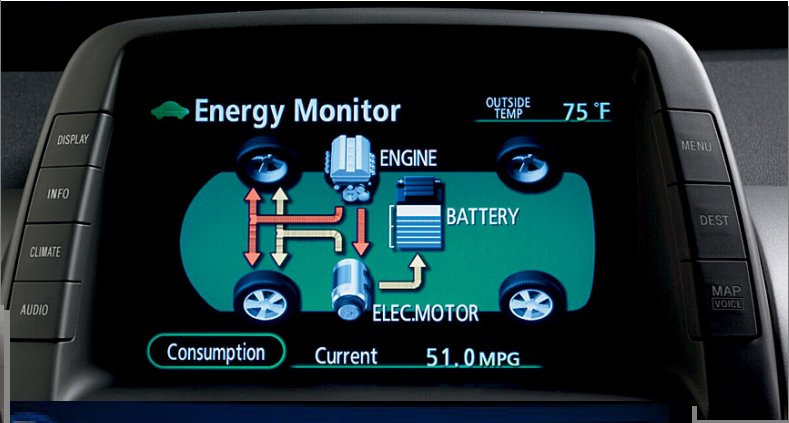
STORE FINDER
ECO TIP
[ADD TO MY PRODUCT LIST](#)



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Toyota Prius: Eco en pratique



Prêts à participer aux efforts nécessaires à la mise en oeuvre de leurs principes, les consommateurs conçoivent la

RELATION
RELATION

avec l'entreprise
comme un

PARTENARIAT
PARTENARIAT

... à condition que l'entreprise sache rendre le durable lisible, cohérent et surtout désirable!

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Le labo en deux mots

- Laboratoire de recherche académique et managériale sur le marketing et la communication en développement durable (association loi 1901)
- Mission de formation
 - En Grande École: Cours à l'ESC-EAP et à HEC
 - En formation continue: EMBA's et séminaires internes
- Mission de recherche
 - Recherches et enquêtes de terrain
 - Participation à des conférences et publications
 - Partenariats privés

Merci!

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extendedvalues@gmail.com
extendedvalues@gmail.com
extendedvalues@gmail.com
extendedvalues@gmail.com
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