

Sustainability Marketing A Global Perspective

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Conventional marketing thinking is increasingly unable to cope with the ecological, social and commercial realities that confront mankind. This conceptual article presents a vision of an integrated approach to 'sustainability marketing' and highlights a number of innovative ways in which this differs from the conventional marketing management mainstream.

Sustainability marketing — An innovative conception of ...

I can highly recommend the book "Sustainability Marketing: A Global Perspective". First of all, I have to state that this book was of great help in my dissertation as it explains the emerging trend towards sustainability marketing in detail but at the same, is easy to understand as the book is very clearly written.

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Sustainability Marketing: A Global Perspective provides a new sustainability-oriented vision of marketing for the twenty-first century. It has a consumer marketing focus with an emphasis on integrating sustainability principles into both marketing theory and the practical decision making of marketing managers.

Sustainability marketing: a global perspective -ORCA

Most sustainability marketing activity and research has focused on the ecological sustainability of products and production systems rather than on their contribution to greater social justice (with some particular exceptions such as FairTrade marketing which is primarily social).

SUSTAINABILITY MARKETING Ken Peattie. 1. Introduction

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The present study reviews the extant literature available on the emerging area of Sustainability Marketing Strategy (SMS), which hopefully, will prove to be a springboard for the future research. ... Sustainability marketing: A global perspective. Chichester: Wiley. Google Scholar. Belz, F.M., Riediger, ... A corporate marketing perspective.

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