

Sustainability Marketing A Global Perspective 2nd

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Business and Environmental Sustainability - Sigrun M. Wagner
2020-07-19

Environmental sustainability is increasingly important to organisations, whether for regulatory, financial or ethical reasons. *Business and Environmental Sustainability* looks at the environmental aspect of sustainability for all organisations pursuing competitive advantage. The book provides theoretical foundations from science, economics, policy and strategy, introduces three environmental challenges (climate change, pollution and waste) and looks at how corporate functions can address these. This textbook provides a thorough foundation by introducing readers to the science, reasoning and theory behind environmental sustainability and then delves into how these ideas translate into principles and business models for organisations to use. Next, it covers environmental challenges from climate change, pollution and waste, and then goes on to examine the different corporate functions (from supply chain management to human resources) to illustrate how environmental sustainability is managed and put into practice in organisations. Finally, a set of integrative case studies draws everything together and enables the reader to apply various analytical tools, with the aim of understanding how companies can not only reduce their environmental footprint but can positively contribute to environmental

sustainability. Written by an award-winning lecturer, *Business and Environmental Sustainability* boasts a wealth of pedagogical features, including examples from a range of industries and countries, plus a companion website with slides, quiz questions and instructor material. This will be a valuable text for students of business, management and environmental sustainability and will also be suitable for broader courses on corporate responsibility and sustainability across environmental studies, political science and engineering.

Fostering Sustainable Behavior - Doug McKenzie-Mohr 2013-10-18
The highly acclaimed manual for changing everyday habits--now in an all-new third edition!

[Business on a Mission](#) - Andy Last 2017-09-08
Bronze winner of the AXIOM Business Book Award in the category of Philanthropy, Non-Profit, Sustainability. Please see: <http://www.axiomawards.com/77/award-winners/2017-winners> This easy-to-read and engaging book is the perfect introduction to how to build a sustainable brand for your organization. Intended as a roadmap that can be readily applied by busy managers and practitioners, the book includes interviews with business leaders, including Paul Polman of Unilever, Adam Elman of Marks & Spencer, and Jonas Prising of ManpowerGroup to provide insight into best practice and clear guidance for

implementation. Throughout, the book avoids jargon and theorizing to ensure readability. *Business on a Mission* is based on more than a decade working with some of the first businesses to develop social missions and shows the foundations behind their success. It looks at how businesses can profit from working hand in hand with society and identifies a model for success. The book demonstrates how businesses can go from hiding behind "social shields" to picking up "social swords" and presents the six criteria to look for in assessing a social mission. It also focuses on how good communications can build trust and bring about positive change; and it provides clear ways to engage employees and improve productivity as well as "rules" for communicating social missions externally. This optimistic book explains the benefits of partnerships in the sustainable development agenda, particularly between businesses and NGOs. The book features guidelines for avoiding dysfunctional partnerships, and presents interviews with Marc Van Ameringen, Executive Director of GAIN (Global Alliance for Improved Nutrition) 2005 to 2016, and Myriam Sidibe, Social Mission Director for Africa, Unilever, on how things can be managed to the benefit of both partners. .

Managing Ethical Consumption in Tourism - Clare Weeden
2014-02-05

Neither the tourism industry nor the tourist has responded convincingly to calls for more responsibility in tourism. Ethical consumption places pressure on travellers to manage a large number of decisions at a time when hedonic motivations threaten to override other priorities. Unsurprisingly, tensions occur and compromises are made. This book offers new insight into the motivations that influence tourists and their decision-making. It explores how consumers navigate the responsible tourism market place and provide a rich understanding of the challenges facing those seeking to encourage travellers to become responsible. Not only will the book provide an improved interpretation of the complexity of ethical consumption in tourism, but it will also offer a variety of stakeholders a deeper understanding of: the key challenges facing stakeholders in the production and consumption of responsible tourism how ethical consumers can be influenced to consume ethically the gaps

in consumer knowledge and how to broaden the appeal for individuals to make more informed ethical decisions how tour operators can respond to this emerging market by innovative product development how to design informative marketing communications to encourage a greater uptake for responsible holidays how destinations can tailor their products to the ethical consumer market how destination communities and management organisations can target responsible tourists through the provision of sustainable alternatives to mass-market holiday products. Written by leading academics from all over the world, this timely and important volume will be valuable reading for undergraduate and postgraduate students, researchers and academics interested in Tourism Ethics, Ethical Consumption and the global issue of Sustainability.

Strategic Islamic Marketing - Baker Ahmad Alserhan 2022-07-30
Marketing in the emerging Islamic markets is a challenging business function since international companies must contend with unfamiliar customs, cultural differences, and legal challenges. This book provides marketers who want to reach this emerging and very lucrative consumer base with essential, research-based insights on these aspects and how to deal with them. This book redefines marketing practice and conduct and challenges conventional marketing wisdom by introducing a religious-based ethical framework to the practice of marketing. The framework opens a whole new array of marketing opportunities and describes the behavior of the consumer, community, and companies using a different approach than conventional marketing thought.

International Scientific Conference Energy Management of Municipal Transportation Facilities and Transport EMMFT 2017 - Vera Murgul
2017-12-19

This book includes the proceedings of the 19th International Scientific Conference "Energy Management of Municipal Transportation Facilities and Transport EMMFT 2017", which was held in Khabarovsk, Russia on 10-13 April 2017. The book presents the research findings of scientists working at universities in the Far Eastern, Siberian and Ural Federal Districts of Russia, and of Serbia, which are unique regions notable for sustainably operating complex transport infrastructures in severe

climatic and geographic environments. It also offers practical insights into transportation operation under such conditions. The book discusses the experiences of colleagues from Slovenia, Ukraine and Latvia in the development of transport infrastructure and construction of transport facilities and features and includes the results of a wide range of studies, such as managing multimodal transportation, improving the efficiency of locomotives, electric locomotives, traction substations, electrical substations, relay protection and automation devices, and power-factor correction units. It addresses topics like renewable energy sources, problems of the mathematical and simulation modelling of electromagnetic processes of electrical power objects and systems, aspects of cost reduction for fuel-and-power resources, theoretical aspects of energy management, development of transport infrastructure, modern organizational and technological solutions in construction, new approaches in the field of management, analysis and monitoring in transport sector. Comprising 142 high-quality articles covering a wide range of topics, these proceedings are of interest to anyone engaged in transport engineering, electric power systems, energy management, construction and operation of transport infrastructure buildings and facilities.

Sustainable Business - Helen Kopnina 2014-09-15

Sustainable Business: Key Issues is the first comprehensive introductory-level textbook to address the interface between environmental challenges and business solutions to provide an overview of the basic concepts of sustainability, sustainable business, and business ethics. The book introduces students to the background and key issues of sustainability and suggests ways in which these concepts can be applied in business practice. Though the book takes a business perspective, it is interdisciplinary in its nature and draws on knowledge from socio-economic, political, and environmental studies, thereby providing a practical and critical understanding of sustainability in the changing paradigm of global business. It goes beyond the conventional theories of sustainability and addresses critical issues concerned with population, consumption and economic growth. It discusses realistic ways forward,

in particular the Circular Economy and Cradle to Cradle frameworks. The book is both a theoretical and practical study guide for undergraduate and postgraduate international students of broad areas of sustainability, teaching ways to recognize opportunities for innovation and entrepreneurship at the intersection of environmental, economic, ethical, and social systems. It takes a strategic approach in applying the power of business methods and policy to address issues of global importance such as climate change, poverty, ecosystem degradation and human rights. This textbook is essential reading for students of business, management and sustainability courses. It is written in an engaging and accessible style, with each chapter including case studies, discussion questions, end of chapter summaries and suggestions for further reading.

Sustainability Marketing - Frank-Martin Belz 2014-09-23

The new and extended Second Edition of the award-winning textbook *Sustainability Marketing: A Global Perspective* provides a sustainability-oriented vision of marketing for the twenty-first century. Adopting a consumer marketing focus, it emphasises integrating sustainability principles into both marketing theory and the practical decision making of marketing managers. The book shows how the complexities of sustainability issues can be addressed by marketers through a systematic step-by-step approach. The steps involve an analysis of socio-environmental priorities to complement conventional consumer research; an integration of social, ethical and environmental values into marketing strategy development; a new consumer-oriented sustainability marketing mix to replace the outmoded and producer-oriented '4Ps'; and finally an analysis of how marketing can go beyond responding to social change to contribute to a transformation to a more sustainable society. Without taking such steps, marketing will continue to drive global crises linked to climate change, poverty, food shortages, oil depletion and species extinction, instead of helping to tackle them.

Marketing for Sustainable Tourism - Xavier Font 2019-12-13

Tourism marketing has typically been seen as exploitative and fuelling hedonistic consumerism. Sustainability marketing can, however, use

marketing skills and techniques to good purpose, by understanding market needs, designing more sustainable products and identifying more persuasive methods of communication to bring behavioural change. This book summarises the latest research on the theories, methods and results of marketing that seeks to make tourist destinations better places to live in, and better places to visit. It shares evidence on the motivations, mechanisms and barriers that businesses encounter, and on successes in changing consumer behaviour and pursuing sustainability goals. Particular attention is given to the methodologies of sustainable tourism marketing, to the subject's breadth and complexity, and to its many innovations. Further research is called for to fully understand what contextual aspects influence these pro-sustainability interventions to achieve which outcomes in other settings, in order to validate some of the exploratory studies discussed, and establish the feasibility of scaling up pilot studies for more general use. This book was originally published as a special issue of the Journal of Sustainable Tourism.

Sustainable Marketing - Diane Martin 2013-11-01

For courses in Sustainable Marketing or as a supplement to marketing courses that include sustainability as a focus. A lasting approach to marketing. As the engine that drives the global economy, marketing leaves an enormous footprint on the environment and society. To help readers make a lasting impression in their marketing efforts, Martin/Schouten provides the concepts behind valuable-and lucrative-sustainable marketing strategies.

Trends in Sustainable Buildings and Infrastructure - Víctor Yepes 2021-06-11

The recently established Sustainable Development Goals call for a paradigm shift in the way that buildings and infrastructures are conceived. The construction industry is a major source of environmental impacts, given its great material consumption and energy demands. It is also a major contributor to the economic growth of regions, through the provision of useful infrastructure and generation of employment, among other factors. Conventional approaches underlying current building design practices fall short of covering the relevant environmental and

social implications derived from inappropriate design, construction, and planning. The development of adequate sustainable design strategies is therefore becoming extremely relevant regarding the achievement of the United Nations 2030 Agenda Goals for Sustainable Development. This book comprises 11 chapters that highlight the actual research trends in the construction sector, aiming to increase the knowledge on sustainable design practices by highlighting the actual practices that explore efficient ways to reduce the environmental consequences related to the construction industry, while promoting social wellbeing and economic development. The chapters collect papers included in the Special Issue "Trends in Sustainable Buildings and Infrastructure" of the International Journal of Environmental Research and Public Health.

Sustainable Marketing - Dahlstrom 1916-08-17

Sustainability in Global Value Chains - Michael Henke 2021-02-03

Sustainability can create greater efficiency and cost savings in the supply chain. Supply chains, which are more complex and global than ever before, are full of both risks and opportunities. The risks range from inconsistent or poor quality to supply disruptions to health and safety concerns to corruption. Businesses face pressure to adopt sustainable supply chain practices from various stakeholders and motivations typically come from one or more of four sources: customers, compliance, costs, competitive advantage. Sustainability in Global Value Chains is the guide to understanding all aspects and approaches of sustainable supply chains using in-depth research from leading academics from sixteen different universities. Sustainability in Global Value Chains focuses on how to make supply chains sustainable, with an emphasis on new technologies and digitization. The research featured covers topics such as KPIs in production and supply chains, the role of standards, blockchain technology and algebraic models. This comprehensive book presents real world issues, problems in implementing sustainability in the supply chain and examples of best practice.

Global Marketing - Ilan Alon 2016-11-10

Global Marketing provides students with a truly international treatment

of the key principles that every marketing manager should grasp. International markets present different challenges that require a marketer to think strategically, and apply tools and techniques creatively in order to respond decisively in a fiercely competitive environment. Alon et al. provide students with everything they need to rise to the challenge: Coverage of small and medium enterprises, as well as multinational corporations, where much of the growth in international trade and global marketing has occurred. A shift toward greater consideration of services marketing as more companies move away from manufacturing. A focus on emerging markets to equip students with the skills necessary to take advantage of the opportunities that these rapidly growing regions present. Chapters on social media, innovation, and technology teach students how to incorporate these new tools into their marketing strategy. New material on sustainability, ethics, and corporate social responsibility; key values for any modern business. Short cases and examples throughout the text show students how these principles and techniques are applied in the real world. Longer cases provide instructors and students with rich content for deeper analysis and discussion. Covering key topics not found in competing books, Global Marketing will equip students with the knowledge and confidence they need to become leading marketing managers. A companion website features an instructor's manual with test questions, as well as additional exercises and examples for in-class use.

The Sustainable Marketing Concept in European SMEs - Edyta Rudawska 2018-05-14

The book provides knowledge of sustainable marketing tools in SMEs operating in the industry.

Handbook of Sustainability-Driven Business Strategies in Practice - Markovic, Stefan 2021-12-07

Sustainability is a top priority for organizations and a key strategy in corporate agendas, but the effective deployment of any strategy demands that the strategy is consistent, functional, and aligned. This Handbook advocates sustainability strategies that encompass environmental, social, and economic dimensions at department-level.

Greener Marketing - Martin Charter 2017-09-29

Building on the strengths of the material published in the hugely successful first edition of Greener Marketing, this important new title examines on a global scale the progress of environmental marketing in the 1990s and considers how social issues are increasingly becoming critical factors in how corporations meet the ever-growing demands and expectations of customers. Despite the fact that such issues are increasingly important in marketing activities around the world, it is difficult for practitioners to keep up to date with complex and rapidly changing information and ideas. The purpose of this book is to provide practitioners and academics with best-practice examples and actionable recommendations on how to implement and appraise green marketing activities. It will provide information and ideas for those involved in marketing on how to incorporate environmental and social considerations, as well as providing new perspectives on marketing for environmental managers. To achieve a comprehensive viewpoint, the book is split into three sections. The first sets out the strategic issues and rationale for green marketing, the second addresses tactical issues in more detail, and the third provides detailed international case studies. Topics addressed by the global set of contributors include the growing area of products versus services, environmental product development, green marketing alliances, environmental communications, green consumers, eco-tourism and environmental marketing in developing countries. Greener Marketing is not only a sequel to the successful first volume, but redefines global progress towards the successful marketing of greener products and services.

Reimagining Faith and Management - Edwina Pio 2021-03-23

Much contemporary research ignores or is dismissive of the growth of global religiosity, even though 90% of the global population sees the world through a commitment to some kind of faith. Reimagining Faith and Management addresses this issue and extends the research on the impact of faith in the various aspects of management, such as negotiation, leadership, entrepreneurship, governance, innovation, ethics, finance and careers. Faith impacts how individuals and

organisations envision, manage and respond to their various stakeholders, communities, the natural environment and the world around them. This book presents various facets of how faith, values and/or ideological outlook which informs, influences and adds mystery that inspires and impels individuals and organisations. The twenty-one chapters are based on academic research and offer practical managerial recommendations. The book is divided into three sections: Faithful futures impacting individuals; Faithful futures impacting organisations; and Faithful futures impacting society. Each chapter presents a theoretical base and includes practical implications. The book is therefore ideal reading for educators, researchers and students of business, management, career studies, faith-based organisations, corporate governance, and business ethics, as well as religious studies, including applied theology.

Sustainability Marketing - Rishi Raj Sharma 2021-05-05

Sustainability Marketing: New directions and practices explores how a customer's desire for sustainable products can form a part of new marketing strategies. *Sustainability Marketing* provides solutions to scholars, marketers and decision makers aiming to gain an advantage in businesses where sustainability is increasingly prioritised.

Sustainable Marketing Planning - Neil Richardson 2019-11-08

There are two major parallel challenges facing managers and leaders: first, how to adapt to global changes in markets, competition and supply, and second, how to grow a business while observing recognisably sustainable practices. Companies must now align their values with customers who increasingly seek people-friendly and planet-friendly products and services. Using sustainable marketing techniques to create value ultimately leads to improved customer satisfaction, better professional relationships and increased effectiveness. With marketing planning absent from the current textbook offering, this book provides practical insights, tools and frameworks to help readers produce tactically and strategically appropriate marketing plans. Showing how to embed sustainability in these strategies and reflecting on the historical and current criticisms aimed at marketing, students will be shown how to

implement changes while being encouraged to reflect on why they are needed. Full of tools and frameworks to improve comprehension, including chapter-by-chapter learning outcomes, summaries, exercises, applied activities and mini case studies, it bridges the gap between theory and practice effectively and accessibly. Finally, PowerPoint lecture slides and Multiple Choice Questions sections are provided for each chapter as electronic resources. Presenting contemporary themes and challenges at the cutting edge of business research and practice, this book should be core reading for advanced undergraduate and postgraduate students of sustainable marketing, marketing planning and marketing strategy, as well as professionals seeking to improve the competitive advantage of their organisations.

Greener Products - Al Iannuzzi 2017-08-03

Written by a renowned sustainability expert, *Greener Products: The Making and Marketing of Sustainable Brands, Second Edition* makes the case for why the people and the planet need products to be made in a different, more sustainable way. The growth of the global middle class, with an additional 3 billion people expected to enter the consumer market by 2030, is putting an unprecedented demand on resources and straining the global supply of raw materials, fossil fuels, food and water. This book provides insights on how to raise the bar on product development and investigates the best practices for making and marketing sustainable brands. Over 40 case studies are analyzed in this book and summarized for the reader to easily see what it is that makes leading companies successful. Analysis on marketing campaigns and greener product development range from leading companies like Apple, Nike, Samsung Electronics, BASF, GE, Johnson & Johnson, Unilever, and Method. New updated content in this second edition includes: New developments like the United Nations Sustainable Development Goals with concepts of biomimicry, circular economy, emerging issues management, and eco-innovation. Novel tools and examples for bringing sustainable products to market. New chapter dedicated to natural capital. Analysis of current green marketing methods and market trends. Best practices for making and marketing sustainable brands. For more

information, visit the author's book website at www.greenerproducts.biz.
Sustainability Marketing - Rishi Raj Sharma 2021-05-05

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Sustainability - Tom Theis 2018-01-23

With "Sustainability: A Comprehensive Foundation," first and second-year college students are introduced to this expanding new field, comprehensively exploring the essential concepts from every branch of knowledge - including engineering and the applied arts, natural and social sciences, and the humanities. As sustainability is a multi-disciplinary area of study, the text is the product of multiple authors drawn from the diverse faculty of the University of Illinois: each chapter is written by a recognized expert in the field.

Rethinking Marketing - Philip Kotler 2012-12-11

This book offers a fresh perspective on understanding how successful business strategies are crafted. It provides insights into the challenges and opportunities present in changing Asian business environments. Concepts are presented through models and frameworks. These are illustrated through case studies showcasing a broad spectrum of Asian businesses, ranging from manufacturing to logistics planning to retailing and services. Readers will be able to understand the problems faced by Asian companies, and to apply useful conceptual tools to formulate effective strategies in solving them.

Marketing National Parks for Sustainable Tourism - Stephen L. Wearing 2016-02-04

This book offers a comprehensive overview of the key principles and challenges involved in tourism marketing in a national park context. It provides a framework to apply marketing principles to inform practices and guide the sustainable management of national parks and protected areas. The main themes address the foundation principles of marketing and contextualise these principles around a series of key insights and

challenges related to the delivery of sustainable tourism services in national parks. The book centres on the issues faced by park managers as they address the need to manage national parks sustainably for future generations. It will be of interest to natural resource and tourism students, tourism scholars and natural resource managers as well as researchers in the areas of geography and forestry.

Handbook of Research on Sustainable Consumption - Lucia A. Reisch 2015-02-27

This Handbook compiles the state of the art of current research on sustainable consumption from the world's leading experts in the field. The implementation of sustainable consumption presents one of the greatest challenges and opportunities we are facing.

Social and Sustainability Marketing - Jishnu Bhattacharyya 2021-09-26

"... an important intervention in the conversation around social and ecological sustainability that draws on both micromarketing and macromarketing scholarship to help the reader understand the challenges with illustrations from insightful cases both from emerging and developed economies. This compilation should be essential reading for the discerning student of sustainable consumption and production." -- Professor Pierre McDonagh, Associate Editor, *Journal of Macromarketing* (USA); Professor of Critical Marketing & Society, University of Bath, UK
Experts in the field of economics, management science, and particularly in the marketing domain have always been interested in and acknowledged the importance of sustaining profitable businesses while incorporating societal and environmental concerns; however, the level of existing literature and availability of teaching cases reflect a dearth of real case studies, especially those focused on marketing for social good. This book of actual case studies will address that need. In addition, this book is important and timely in providing a case book for instructors (those in both industry and academia) to help them in teaching and training the next generation of leaders through corporate training and universities. Currently, marketing for social good is increasingly becoming a part of most curriculums under the umbrella of different titles, such as social marketing, green marketing, and sustainability

marketing. The relevance of these studies is increasing across the globe. This book is composed of long and short real cases with varying complexity in different sectors. This case book will also cover some review articles for an overview of the recent developments in the study area. With these case studies, collections of questions, teaching materials, and real-life marketing scenarios, this book offers a unique source of knowledge to marketing professionals, students, and educators across the world. The main objective of this case book is to understand the applicability of marketing science (marketing for social good context, such as social marketing and sustainability marketing) in internet marketing related to e-buying behavior and e-WOM. In addition, it illustrates the various types of existing marketing practices that are relevant from both theoretical and practical points of view in this electronic era, as well as discussing other non-electronic marketing practices and focusing on consumer buying behavior. As a result, marketing managers can treat their customers according to their desired value. This book particularly explores the possibilities and advantages created by social marketing and sustainability marketing through the presentation of thorough review articles and case studies. This case book helps corporate training centers and universities with compact teaching reference materials in their relevant courses.

Sustainable Marketing - Mark Peterson 2021-04-28

This unique book explores the sustainability practices that benefit companies, stakeholders and society, by drawing upon the latest research and industry examples. Dissecting the interplay between marketing and society, Peterson encourages us to critically assess the demand for businesses to engage with sustainability guidelines and environmental concerns while remaining profitable.

The Business Student's Guide to Sustainable Management - Petra Molthan-Hill 2017-11-09

The Business Student's Guide to Sustainable Management has become a core textbook for business undergraduates. With a full introduction to sustainable management, the textbook covers all subject areas relevant to business students. This second edition features fully updated chapters

on how to integrate the Sustainable Development Goals into accounting, marketing, HR and other subjects in management and business studies. Furthermore, this second edition offers brand new chapters on how to teach the Principles for Responsible Management Education (PRME) in any business discipline, how to explore new business models designed to support sustainable development and how to crowdsource for sustainable solutions. The book contains over 40 ready-made seminars/short workshops which enable teachers and students to integrate the Sustainable Development Goals (SDGs) into every discipline in business, including economics, operations, marketing, HR, and financial reporting. Each chapter follows the same easy-to-use format. The Business Student's Guide to Sustainable Management provides a true treasure chest of materials to support staff wanting to integrate sustainability into their teaching and provides support to effectively embed sustainability in the curriculum. The chapters also offer a starting point in developing teaching units for Masters and MBA students. The material is not just useful to people in business schools, but to those involved in wider scale curriculum change, and those looking to make links between different disciplines (for example, how to teach system thinking, corporate peace-making and the crowdsourcing of sustainable solutions). Online Teaching Notes to accompany each chapter are available on request with the purchase of the book.

Sustainable Marketing - Michelle Carvill 2021-01-21

Shortlisted for the Business Book Awards 2022 In the modern age of authenticity and transparency, consumers are no longer content with brands that are dismissive of, or even apathetic to, sustainability. Brands are now expected to convey understanding and concern when it comes to matters such as climate change, carbon footprints and employee welfare. Most importantly of all, they must be genuinely committed to these standpoints - remaining consistent and proactive in their principles. With the rise of more conscious consumers and the belief-driven buyer, organizations ignore sustainability and the spirit of 'doing good' at their own peril. From three marketing experts with decades of experience between them, Sustainable Marketing delivers the new benchmark for

modern marketing. This book clarifies the importance of the sustainable approach before providing a comprehensive guide to implementing, driving and maintaining these practices in any organization. A must-read for any business leader or marketing executive, this is a unique and fascinating blend of academic research and practical case studies that will kick-start and inspire sustainable initiatives.

Sustainable Marketing - Donald A. Fuller 1999-02-02

There has long been a gap for a text that bridges the fundamental ecological issues facing society and modern marketing. This is that text. Following an ecological imperative, Fuller, explores the reasons for studying sustainable marketing in 8 key chapters which encompass strategy, products, channel networks, Communications, pricing and market development. At a time when one is looking at global warming, hydrocarbon taxes, air and water pollution and increased incidences of respiratory diseases this is a very opportune text. In the UK, BAA have just launched a sustainable company strategy for its business and this is the book that outlines what that approach means for the modern marketer.

Ethics in Marketing - Patrick E. Murphy 2016-12-13

Understanding and appreciating the ethical dilemmas associated with business is an important dimension of marketing strategy. Increasingly, matters of corporate social responsibility are part of marketing's domain. Ethics in Marketing contains 20 cases that deal with a variety of ethical issues such as questionable selling practices, exploitative advertising, counterfeiting, product safety, apparent bribery and channel conflict that companies face across the world. A hallmark of this book is its international dimension along with high-profile case studies that represent situations in European, North American, Chinese, Indian and South American companies. Well known multinationals like Coca Cola, Facebook, VISA and Zara are featured. This second edition of Ethics in Marketing has been thoroughly updated and includes new international cases from globally recognized organizations on gift giving, sustainability, retail practices, multiculturalism, sweat shop labor and sports sponsorship. This unique case-book provides students with a

global perspective on ethics in marketing and can be used in a free standing course on marketing ethics or marketing and society or it can be used as a supplement for other marketing classes.

Green Consumerism: Perspectives, Sustainability, and Behavior - Ruchika Singh Malyan 2018-10-26

This new volume, Green Consumerism: The Behavior of New Age Consumer, provides a holistic understanding the importance of promoting green products and discusses consumers' buying intentions and decisions. The chapters consider consumer behavior theory in the context of green or ecologically friendly products from both the academic and business perspectives. The chapters present the latest empirical and analytical research in the field of green marketing and provide an abundance of information about profitable and sustainable ways and strategies to deal with environmental problems. The volume considers how consumers are taking responsibility and becoming more aware, driving change in the marketplace. In response, companies are integrating appropriate green strategies into their operational activities, product development processes, and marketing activities to achieve a competitive advantage in saturated markets. This helps companies gain market share and minimize their production costs. Topics discussed in the volume include green pricing, green consumer behavior, various dimensions of consumer purchase intention, sustainable marketing, innovation techniques used to go green, eco-awareness, and other ongoing developments in this rapidly expanding area. Key features: • Discusses research on the latest trends in the field of green marketing, green practices, green products, eco-literacy, environment awareness, protection, management etc. • Provides insight about current consumer behavior, consumers' eco-literacy levels, and their desires to go green • Covers a multitude of topics, including green pricing, green consumer behavior, sustainable marketing, innovation techniques used to go green, eco-awareness, and more

Foundations of Sustainable Business - Nada R. Sanders 2019-12-12

The second edition of Sustainable Business prepares future business leaders to tackle the most crucial social and environmental issues of our

time. This engaging textbook provides students with a comprehensive, balanced introduction to integrating sustainable business policies into all core business functions and processes. The text employs a qualitative-based learning process to help students understand how leadership, finance, accounting, risk management, marketing, supply chain management, and operations can be adapted to meet the sustainability goals of the 21st century. Looking at sustainable business from the managerial viewpoint, the fully-updated new edition explains how and why business is evolving due to increased consumer and regulatory pressure for sustainable performance. Business topics are first introduced in the same manner as traditional MBA programs, and then examined through the lens of sustainability. The text incorporates real-life examples of social and environmental leadership to demonstrate the efficacy of good sustainable business decisions, and illustrates the negative ramifications of outdated, purely economic-driven managerial decision-making. Influential concepts based on interdisciplinary research in sustainability are discussed in detail, and practical insights address how to turn policy into practice in the workplace.

The Business Student's Guide to Sustainable Management - Petra Molthan-Hill 2017-11-09

The Business Student's Guide to Sustainable Management has become a core textbook for business undergraduates. With a full introduction to sustainable management, the textbook covers all subject areas relevant to business students. This second edition features fully updated chapters on how to integrate the Sustainable Development Goals into accounting, marketing, HR and other subjects in management and business studies. Furthermore, this second edition offers brand new chapters on how to teach the Principles for Responsible Management Education (PRME) in any business discipline, how to explore new business models designed to support sustainable development and how to crowdsource for sustainable solutions. The book contains over 40 ready-made seminars/short workshops which enable teachers and students to integrate the Sustainable Development Goals (SDGs) into every discipline in business, including economics, operations, marketing, HR, and financial reporting.

Each chapter follows the same easy-to-use format. The Business Student's Guide to Sustainable Management provides a true treasure chest of materials to support staff wanting to integrate sustainability into their teaching and provides support to effectively embed sustainability in the curriculum. The chapters also offer a starting point in developing teaching units for Masters and MBA students. The material is not just useful to people in business schools, but to those involved in wider scale curriculum change, and those looking to make links between different disciplines (for example, how to teach system thinking, corporate peace-making and the crowdsourcing of sustainable solutions). Online Teaching Notes to accompany each chapter are available on request with the purchase of the book.

Business Ethics and Risk Management - Christoph Luetge
2013-12-01

This volume explores various aspects of risk taking. It offers an analysis of financial, entrepreneurial and social risks, as well as a discussion of the ethical implications of empirical findings. The main issues examined in the book are the financial crisis and its implications for business ethics. The book discusses unethical behaviour as a reputational risk (e.g., in the case of Goldman Sachs) and the question is raised as to what extent the financial crisis has changed the banks' entrepreneurial strategy. The book presents an analysis of the reasons leading to the crisis and identifies them as ethical dilemma structures. In addition, it looks at general questions regarding ethical behaviour and risk taking, such as: To what extent does the social embeddedness or abstraction play a role in guaranteeing ethical behaviour? What conclusions can be drawn from institutional or evolutionary perspectives on risk management? Finally, the book discusses further issues that become factors of risk within and between societies, such as work insecurity, corruption or the problem of facilitation payments as a risk in international transactions.

Sustainable Innovations in Apparel Production - Subramanian Senthilkannan Muthu 2018-04-13

There have been a lot of innovations in making the garment or apparel

production sector sustainable. This book highlights sustainable innovations in the apparel production sector, which is the final destination in the textile production segment. Measuring sustainability in clothing is one of the inevitable areas to deal with when it comes to sustainable apparel production, which is also highlighted here.

Communicating Corporate Social Responsibility in the Digital Era - Adam Lindgreen 2017-12-12

Although literature on corporate social responsibility is vast, research into the use and effectiveness of various communications through digital platforms about such corporate responsibility is scarce. This gap is surprising; communicating about corporate social responsibility initiatives is vital to organizations that increasingly highlight their corporate social responsibility initiatives to position their corporate brands for both consumers and other stakeholders. Yet these organizations still sometimes rely on traditional methods to communicate, or even decide against communicating at all, because they fear triggering stakeholders' skepticism or cynicism. A systematic, interdisciplinary examination of corporate social responsibility communication through digital platforms therefore is necessary, to establish an essential definition and up-to-date picture of the field. This research anthology addresses the above objectives. Drawing on marketing, management, and communication disciplines, among others, this anthology examines how organizations construct, implement, and use digital platforms to communicate about their corporate social responsibility and thereby achieve their organizational goals. The 21 chapters in this anthology reflect six main topic sections: Challenges and opportunities for communicating corporate social responsibility through digital platforms. Moving toward symmetry and interactivity in digital corporate social responsibility communication. Fostering stakeholder engagement in and through digital corporate social responsibility communication. Leveraging effective digital corporate social responsibility communication. Digital activism and corporate social responsibility. Digital methodologies and corporate social responsibility.

Timber Buildings and Sustainability - Giovanna Concu 2019-12-04

The construction sector alone accounts for 40 percent of resource consumption and environmental pollution. In line with the current considerations on environmental sustainability, particular attention is paid to eco-sustainable building materials such as timber. Timber is able to perform both load-bearing and comfort constructive functions. It is also a natural, renewable and recyclable material. However, its use as an engineering material calls for constant development and research. This book provides insight into the spread of the use of timber in the construction industry, presenting some thoughts on important aspects related to production, design and responsible use.

Sustainable Markets for Sustainable Business - Güler Aras 2016-03-03

Around the world the focus is on the relationship between ethics and governance codes and how widely this should be interpreted.

Sustainability has three main accepted dimensions: economic growth, social responsibility, and environmental protection. It is a truly multidimensional and multidisciplinary concept, and one which directly affects the risks and opportunities for markets and businesses. In three distinct parts, Sustainable Markets for Sustainable Business explores the relationship between markets and business and sustainable development, as well as issues such as climate change, pollution, land degradation and biodiversity loss. Firstly the authors, all experts from around the world, consider a variety of theoretical issues concerned with sustainability in the new environment. In Part Two the emphasis is on looking at these issues in the market and business practice under various guises.

Although every chapter contains discussion and recommended solutions, the final part specifically focuses on future perspectives and the solution strategies for implementation of sustainability measures. Throughout the book the authors address the need for business and market sustainability reforms. The world's markets have the potential to improve the lives of billions in developing countries, reducing poverty and securing environmental quality for future generations. Often they fail to capture the full value of natural resources or promote the interests of poor people. Therefore, an effective public policy framework is required.

Sustainable Markets for Sustainable Business and future titles in the

Finance, Governance and Sustainability Series address this need.