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Sustainability Marketing: A Global Perspective 2nd (second ...

Sustainability marketing: a global perspective Belz, Frank-Martin and Peattie, Kenneth John 2009. Sustainability marketing: a global perspective. Wiley. Full text not available from this repository. Item Type: Book Book Type: Authored Book: Date Type: Publication ...

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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.

Sustainability Marketing Strategy: An Analysis of Recent ...

Aims & objectives: To contribute to the development of a sustainability marketing paradigm and an understanding of how sustainability principles can be integrated into the development of market offerings, their promotion to consumers, and in the process of developing long-term value-based relationships between consumers and firms to promote more sustainable consumption.

Research Project: Sustainable Business Models and ...

Sustainability marketing myopia is a term used in sustainability marketing referring to a distortion stemming from the overlooking of socio-environmental attributes of a sustainable product or service at the expenses of customer benefits and values. Sustainability marketing is oriented towards the whole community, its social goals and the protection of the environment.

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