

SUSTAINABLE MARKETING

DIANE MARTIN | JOHN SCHOUTEN



Sustainable Marketing Diane Martin

Simon Wright, Diane McCrea



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Sustainable Marketing Diane Martin, John Schouten, 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

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Encyclopedia of Organizational Knowledge, Administration, and Technology Khosrow-Pour D.B.A., Mehdi, 2020-09-29 For any organization to be successful it must operate in such a manner that knowledge and information human resources and technology are continually taken into consideration and managed effectively Business concepts are always present regardless of the field or industry in education government healthcare not for profit engineering hospitality tourism among others Maintaining organizational awareness and a strategic frame of mind is critical to meeting goals gaining competitive advantage and ultimately ensuring sustainability The Encyclopedia of Organizational Knowledge Administration and Technology is an inaugural five volume publication that offers 193 completely new and previously unpublished articles authored by leading experts on the latest concepts issues challenges innovations and opportunities covering all aspects of modern organizations Moreover it is comprised of content that highlights major breakthroughs discoveries and authoritative research results as they pertain to all aspects of organizational growth and development including methodologies that can help companies thrive and analytical tools that assess an organization's internal health and performance Insights are offered in key topics such as organizational structure strategic leadership information technology management and business analytics among others The knowledge compiled in this publication is designed for entrepreneurs managers executives investors economic analysts computer engineers software programmers human resource departments and other industry professionals seeking to understand the latest tools to emerge from this field and who are looking to incorporate them in their practice Additionally academicians researchers and students in fields that include but are not limited to business management science organizational development entrepreneurship sociology corporate psychology computer science and information technology will benefit from the research compiled within this publication

Sustainability Marketing Frank-Martin Belz, Ken Peattie, 2012-10-29 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 A comprehensive package of supplementary materials for this text is available at www.wiley.com/college/belz View the authors blog at www.sustainabilitymarketing.com

Waste Management and Sustainable Consumption Karin M. Ekström, 2014-12-17 The accelerated pace of global consumption over the past decades has meant that governments across the world are now faced with significant challenges in dealing with the dramatically increased volume of waste While research on waste management has previously focused on finding technological solutions to the problem this book uniquely examines the social and cultural views of waste shedding new light on the topic by emphasising the consumer perspective throughout Drawing on a wide variety of disciplines including environmental economic social and cultural theories the book presents philosophical reflections practical examples and potential solutions to the problem of increasing waste It analyses and compares case studies from countries such as Sweden Japan the USA India Nigeria and Qatar bringing out valuable insights for the international community and generating a critical discussion on how we can move towards a more sustainable society This book will be of great interest to post graduate students and researchers in environmental policy waste management social marketing and consumer behaviour as well as policymakers and practitioners in consumer issues and business

Social and Sustainability Marketing Jishnu Bhattacharyya, Manoj Kumar Dash, Chandana Hewege, M.S. Balaji, Weng Marc Lim, 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 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

Sustainability Leadership Henrik Henriksson, Elaine Weidman Grunewald, 2020-09-22 As CEOs and business leaders navigate a world of complex global challenges sustainability is no longer optional but a business imperative In this book two sustainability leaders with decades of experience Henrik Henriksson CEO of Scania and Elaine Weidman Grunewald Co founder of the AI Sustainability Center and former Chief Sustainability Public Affairs Officer at Ericsson offer a simple but powerful three step model for leading an organization on a sustainability transformation journey that aims at big audacious world changing goals Honest about the dilemmas but bullish on the opportunities the authors advise leaders on how to accelerate sustainability in their organizations told through a Swedish lens where the country's values and culture permeate the boardroom and the C suite bringing a unique clarity and conviction to leading with integrity In practical insights gleaned from the authors own experience the book takes leaders through the three phases of sustainability leadership from establishing a solid foundation rooted in purpose culture values principles and consistent credible leadership to integrating sustainability into the core business and then to executing a vision that not only shifts the direction of the company but can change an entire industry and even the world Throughout the book more than 25 interviews with other leading CEOs of Swedish companies as well as successful start ups investors economists and other experts illuminate the path to sustainability leadership from different perspectives These are complemented by case studies describing how companies got it right or turned themselves around after getting it very very wrong With this hands on insiders guide CEOs and C suite leaders can take sustainability to the next level This is the encouragement and inspiration business leaders need to move past incremental improvement at a time when exponential world changing action is more urgent than ever

Creating a Lean and Green Business System Keivan Zokaei, Hunter Lovins, Andy Wood, Peter Hines, 2017-07-27 Things that are good for the planet are also good for business Numerous studies from the likes of the Economist Intelligence Unit Harvard MIT Sloan and others indicate that organizations that commit to goals of zero waste zero harmful emissions and zero use of nonrenewable resources clearly outperform their competition Like lean thinking gre

Continuing to Broaden the Marketing Concept Dawn Iacobucci, 2020-09-17 Review of Marketing Research is a publication covering the important areas of marketing research with a more comprehensive state of the art orientation The chapters in this publication review the literature offer a critical commentary develop an innovative framework and discuss future developments as well as present specific empirical studies

Business Environment Elearn, 2008-03-17 Management Extra brings all the best management thinking together in one package The series fuses key ideas with applied activities to help managers examine and improve how they work in practice Management Extra is an exciting new approach to management development The books provide the basis for self paced learning at level 4 5 The flexible learning structure allows busy participants to study at their own convenience minimising time away from the job The programme allows trainers to quickly plan and deliver high quality business led courses Trainers can select materials to meet the needs of their delegates clients and budget Each book is divided into themes of ideal length for delivering in a training session Each theme has a range of activities for delegates to complete putting the training into context and relating it to their own situation and business The books lively style will stimulate further interest in the subjects covered Guides for further reading and valuable web references provide a lead in to further research Management Extra is based on the NVQ framework to ease the creation of Diploma Post Graduate Diploma or NVQ programmes for managers It is accredited with all leading awarding bodies

The Handbook of Organic and Fair Trade Food Marketing Simon Wright, Diane McCrea, 2008-04-15 The markets for organic and fair trade food are growing rapidly. Although there are some important differences, both seek to address the consumer desire for better food. Fair trade because it offers economically disadvantaged producers a better financial return; organic because it is perceived to be a more sustainable system delivering better tasting, healthier, and safer food than that produced by non-organic methods. The Handbook of Organic and Fair Trade Food Marketing provides a practical guide to successful marketing in these two dynamic sectors, underpinned by case histories and lessons from companies that have been successful in these areas, including Green. An analysis of organic and fair trade consumers, a review of successful retailing practice, and a section on organic and fair trade divergence and convergence. Chapters are also included on perspectives from the USA, Germany, and Italy. The book is written by industry experts augmented by academic contributions where appropriate, offering for the first time the practical marketing advice required by companies in this sector.

Sustainable Marketing Mark Peterson, 2021-04-28 Building on the idea that holistic marketing strategies allow firms to assess risk and realise opportunities, this book draws on new research and industry examples to help you recognize effective sustainability practices that benefit companies, stakeholders, and society. With an issue-based approach that dissects the interplay between marketing and society, the author encourages readers to critically engage with the changing nature of markets, how companies can adapt to sustainability guidelines and environmental threats while still remaining profitable in today's global market. Using a range of examples including Costco, Juul, Facebook, Patagonia, and Bitcoin, Peterson highlights the importance of social issues facing businesses today, such as poverty alleviation, the drive towards more green living, corporate social responsibility within firms, and political pressures such as emissions guidelines and reducing the global carbon footprint. The Mavericks Who Made It feature also highlights key entrepreneurs throughout history, their key successes, and their impact on sustainable marketing.

Cultivating System Change Anna Birney, 2017-09-08 Where should you start if you are faced with massive systemic challenges or want to cultivate a shift towards sustainability in global systems? Where are the leverage points for systemic change? This book provides examples of what organizations and companies like the Sustainable Shipping Initiative, WWF, and Nike are doing, along with practical strategies and an overview of system change theory. Section one outlines systems thinking, especially how we can use a living systems perspective as a tool for understanding sustainability and change. Section two pulls out practical strategies for action from theoretical models and must-read literature. Section three illustrates how organizations are implementing these strategies, including examples from the Sustainable Shipping Initiative, Nike, Sustainable Food Lab, Finance Innovation Lab, Shell Foundation, and Rockefeller Foundation. Section four provides tips for you as a practitioner navigating this territory. Many of the ideas behind cultivating system change can be difficult to understand until they are put into practice. This practitioner's companion ends with questions that will prompt reflections and spur you to action. Keep it to hand as you change the system.

Sustainable Marketing Robert Dahlstrom, Jody Crosno, 2024-01-22 Formerly published by Chicago Business Press, now published by Sage. Sustainable Marketing, Third Edition, presents a sustainable marketing perspective that addresses financial and social performance, as well as ecological performance, in consideration of the impact upon the environment in which markets operate. Authors Robert Dahlstrom and Jody L. Crosno incorporate state-of-the-art examples of business practice while delivering on a theoretically based and managerially relevant approach to sustainable marketing.

Morality and the Market (Routledge Revivals) N. Craig Smith,2014-11-13 Can businesses abandon the axiom that the customer is always right when consumers start questioning the ethics of business practices Professor Craig Smith examines the theory and practice of ethical purchase behaviour a crucial mechanism for ensuring social responsibility in business He explains how and why consumers have used their purchasing power to influence corporate policies and practices He argues the case for the social control of business drawing on perspectives from marketing economics politics sociology and business policy He concludes that the market may act as an arbiter of good and bad business practice Dr Smith considers the practical aspects of ethical purchase behaviour focusing on consumer boycotts as a specific form of this consumer behaviour and explains how boycotted businesses should respond This title first published in 1990 is ideal for both business students and those who have a business of their own

Marketing In and For a Sustainable Society ,2016-07-05 This special issue featuring contributions from top scholars including former editors of top journals in marketing will assemble a set of current comprehensive review articles written by distinguished experts on the state of the art of marketing research and future prospects in the transition towards sustainable society

Sustainable Marketing Michelle Carvill,Gemma Butler,Geraint Evans,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 Paul Randle,Alexis Eyre,2023-12-03 Becoming a sustainable marketer is no longer an optional extra Sustainability has become a necessity for the future but do you feel confident delivering on this for your clients and customers Sustainable Marketing is a blueprint for embedding sustainability at the heart of marketing Exposing the disturbing reality of marketing s current relationship with many of our environmental and societal problems it challenges the traditional role of marketing its cultural norms and gross inefficiency It goes on to present a compelling vision for change and a practical guide for marketing professionals equipping them with the mindset and tools to transform their daily work and the industry as a whole into a force for good This is the perfect guide for marketing and sustainability professionals working through their company s sustainable transformation whilst trying to avoid the pitfalls of greenwashing and carbon myopia Written by experts who apply their unique framework to the issue this book takes what may feel like an insurmountable challenge and breaks it down giving in depth advice and providing real world success stories from companies of all sizes including Tony s Chocolonely The Onlil and AkzoNobel

Sustainability Marketing Rishi Raj Sharma,Tanveer Kaur,Amanjot Singh Syan,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

Museums and Public Value Carol A. Scott, 2016-04-22 Public Value speaks to our time to the role that museums can play in creating civil societies to the challenges involved in using limited assets strategically to the demand for results that make a difference and to the imperative that we build the kind of engagement that sustains our futures This book assists museum leaders to implement a Public Value approach in their management planning programming and relationship building The benefits are long term public engagement and support which can be used to demonstrate that valuable returns result from public investment in museums A range of authors from around the world unpack the concept of Public Value and examine its implications for museums They situate Public Value within current management theory and practice offer tools for implementation highlight examples of successful practice and examine the evidence of Public Value that governments seek to inform policy and funding decisions The book will be required reading for senior professionals in museums as well as museum and heritage studies students

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