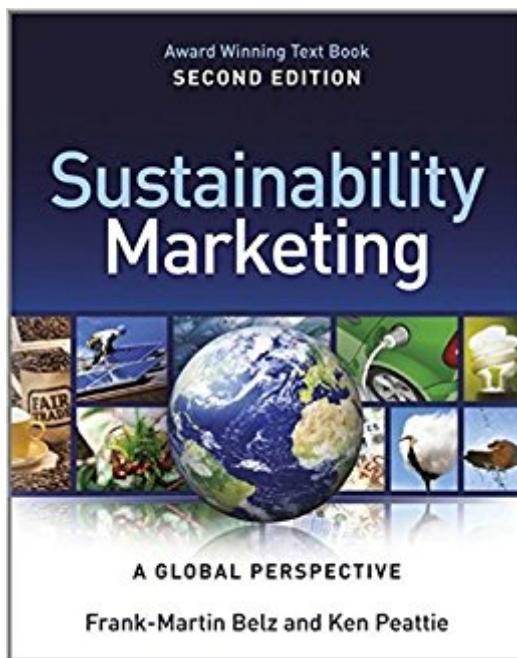


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Sustainability Marketing: A Global Perspective



Synopsis

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.

Book Information

Paperback: 352 pages

Publisher: Wiley; 2 edition (October 29, 2012)

Language: English

ISBN-10: 1119966191

ISBN-13: 978-1119966197

Product Dimensions: 7.4 x 0.8 x 9.2 inches

Shipping Weight: 1.5 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars 2 customer reviews

Best Sellers Rank: #72,139 in Books (See Top 100 in Books) #25 in Books > Business & Money > International > Global Marketing #197 in Books > Textbooks > Business & Finance > Marketing #680 in Books > Business & Money > Marketing & Sales > Marketing

Customer Reviews

This 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. 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. 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 and contribute to the transformation of 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. The book is ideally suited to both students and practitioners at many different levels and disciplines including marketing, innovation, CSR, sustainability or environmental management. A comprehensive package of supplementary materials is available at www.sustainability-marketing.com and www.wiley.com/college/belz. All chapters include learning objectives and discussion questions, and the key issues are illustrated throughout with case studies, practical examples and research data drawn from a wide range of countries and industries. This second edition provides new cases, a wider geographic scope and more in-depth analysis and exploration of the key issues that made the first edition winner of the VHB Best Textbook of the Year Award for 2010. It demonstrates the role of sustainability in driving innovation within businesses and markets, and in transforming marketing so that instead of helping to consume our environment, it works to sustain it.

The authors have over 40 years of research experience between them and many years experience of teaching sustainability marketing concepts in the classroom. Frank-Martin Belz is Professor at the Technische Universität München (TUM School of Management). Ken Peattie is Professor at Cardiff Business School where he is also the Director of the ESRC Research Centre for Business Relationships, Accountability, Sustainability and Society (BRASS).

First semester I am teaching from this textbook in a course entitled 'Managing Sustainable Brands.' This text is replacing several smaller paperback booklets that my students did not find very interesting. This book provides a nice 'bridge' between traditional strategic marketing and what most likely will become the marketing of future generations. It is a bit 'ahead of the times,' but that is what universities are suppose to be. My only suggestion for improving this textbook is that it lacks the visual breaks/illustrations/advertising that today's college students have come to expect in all their textbooks. Far too many page-after-page of reading without a visual break. Hard to maintain even graduate students attention for long periods of time without more visual stimulation.

Great information in the book just don't like the book! The product was as it was represented in the ad good condition saved myself 30 bucks!

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