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Autore	Arnold Chris
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Edizione	[1st ed.]
Descrizione fisica	1 online resource (xv, 272 pages) : illustrations
Disciplina	658.8
Soggetti	Marketing - Moral and ethical aspects New Age consumers
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	The power of brand ethos -- Ethical : reality or a brand image? -- Churn and the disposable society -- Bad tasting medicine -- It's not what you say but what you do -- Brand terrorism -- Survival and security -- Engaging the consumer, sharing responsibility -- Finding reasons to buy -- Research and surveys -- The business and religion of ethics -- Fairtrade -- Food waste and recycling -- Recycling for resale -- Turning recycling into good marketing -- The ethical sphere -- Language and persuasion -- How to be a creative marketer -- Fat and fit : obesity and health -- Selling ethical behaviour -- From brand values to brand value -- Fast fashion -- Washing green -- Green insurance and finance.
Sommario/riassunto	Ethical marketing isn't just about environmentalism, it's far bigger than that. This book challenges a lot of conventional thinking and introduces

you to a wider range of ethics and the many types of ethical consumers. --from publisher description.
