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Titolo	Dealing with Socially Responsible Consumers : Studies in Marketing // edited by Jishnu Bhattacharyya
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Soggetti	Marketing Business ethics Industrial management - Environmental aspects Business Ethics Corporate Environmental Management
Lingua di pubblicazione	Inglese
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Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Section 1: Introduction -- Section 2: Key Principles and Concepts -- Section 3: Current Developments (Review of extant literature) -- Section 4: Case Studies.
Sommario/riassunto	This book contains a collection of teaching cases that study and emphasise how twenty-first-century businesses address and satisfy the needs and wants of socially conscious consumers while remaining profitable. This book explores the practise of marketing for societal benefit through real-life case studies. It provides a critical understanding of marketing approaches such as social marketing, sustainability marketing, and other practises of a similar nature. This book is made up of both long and short real-life cases from various industries, with varying degrees of difficulty. Jishnu Bhattacharyya is a Ph.D. candidate in marketing at the University of Nottingham. Prior to joining the University of Nottingham, Jishnu participated in research coursework at IIM Kozhikode, where he was a research scholar in the marketing area. Within academia, he has worked as a Project Scientist

for IIT Delhi, where he contributed to the market research of the technical textile industry. He enjoys asking questions that are both practically motivated and theoretically inspired along several interconnected research streams, including but not limited to sustainability marketing, socially responsible consumption, consumer interactions with technology, and services marketing. His work, accordingly, has implications for product manufacturers, service industries, retailers, and public policymakers. His work has appeared in academic journals, and he has also co-edited books, co-authored a book, and written case studies.
