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Nota di contenuto	Opposing the Market Through Responsible Consumption to Transform It / Abdelmajid Amine, Mouna Benhallam -- Luxury and Sustainable Development: Companies and the Challenge of Overcoming Consumer Reluctance / Mohamed Akli Achabou, Sihem Dekhili -- The Fight Against Food Waste: Approaches and Limits to Consumer-based Actions / Guillaume Le Borgne, Margot Dyen, Geraldine Chaboud, Maxime Sebbane -- Food Waste in Family Settings: What are the Challenges, Practices and Potential Solutions? / Amelie Clauzel, Nathalie Guichard, Caroline Riche -- The Packaging-free Product Market: A Renewal of Practices / Maud Daniel-Chever, Alisa Monnot, Fanny Reniou, Lucie Sirieix -- The Conditions for Effective Social Communication / Agnes Francois-Lecompte, Sylvie Foutrel -- The Effectiveness of "Provocation" in Environmental Advertising: Beware of "Greenbashing" / Sihem Dekhili, Samer Elhajjar -- How Can We Communicate Effectively About Climate Change? / Philippe Odou, Marie Schill, Manu Navarro -- Environmental Regulations and Awareness-raising Campaigns: Promoting Behavioral Change through Government Interventions / Leila Elgaaied-Gambier, Laurent Bertrandias -- The

Repairability of Household Appliances: A Selling Point for Utilitarian Products / Mickal Dupre, Patrick Gabriel, Galle Boulbry -- The Role of the Fairtrade Label in the Spread of Sustainable Production and Responsible Consumption in West Africa: The Case of Cote d'Ivoire / Mantiaba Coulibaly-Ballet -- Mobile Apps and Environmentally Friendly Consumption: Typology, Mechanisms and Limitations / Adeline Ochs, Julien Schmitt -- Digitalization in the Service of Socially Responsible Consumption? Focus on Food Consumption / Christine Gonzalez, Beatrice Siadou-Martin, Jean-Marc Ferrandi -- Augmented Products: The Contribution of Industry 4.0 to Sustainable Consumption / Myriam Ertz, Shouheng Sun, Emilie Boily, Gautier Georges Yao Quenum, Kubiak Patrick, Yassine Laghrib, Damien Hallegatte, Julien Bousquet, Imen Latrous.

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## Sommario/riassunto

Many people see a weak association between marketing and sustainable development and even consider them as two incompatible fields. However, marketing benefits from an extremely powerful position to encourage transformations at the production level and to guide consumers towards responsible behaviors. From its inception, marketing has been positioned as a support for the relationship between the company and its customers, with the quest for well-being set in the very foundations of the discipline. In a context that is marked by crises and much skepticism, marketing today should, more than ever, prove that it acts in good faith. This book offers practitioners, public authorities, professors and students illustrations that demonstrate that the dissemination of sustainable practices is indeed a marketing issue. It argues that it is particularly important not only to overcome the divide between the concepts of marketing and sustainability, but also to use marketing tools and frameworks to support sustainable development and strengthen the green market.

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