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Titolo	The gospel of sustainability [[electronic resource] ] : media and market and LOHAS // Monica M. Emerich
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Descrizione fisica	1 online resource (260 p.)
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Soggetti	Green marketing - Religious aspects Sustainable development - Religious aspects
Lingua di pubblicazione	Inglese
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Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction: the business of consciousness -- Neither mainstream or alternative: LOHAS at the crossroads -- Healing the self to heal the world -- A vision of health: self, society, and the natural world -- Apologies, redemption, and repair -- LOHAS, social reform, and good capitalism -- Mindful consumption -- The collective conscience -- Conclusion: toward an integrative spirituality of sustainability.
Sommario/riassunto	From organic produce & clothing to eco-tourism, the 'lifestyles of health & sustainability' movement encompasses diverse products and practices intended to contribute to a more sustainable lifestyle for people & the planet. Monica Emerich explores the contemporary spiritual expression of this cultural shift.