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Disciplina	658.8/02
Soggetti	Green marketing
Lingua di pubblicazione	Inglese
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	section 1. Strategic developments -- section 2. Greening the 'Marketing Mix' -- section 3. Case studies.
Sommario/riassunto	"An examination of the progress of environmental marketing on a global scale. It considers how sustainability issues are increasingly becoming critical factors in how corporations meet the ever-growing demands and expectations of customers. The purpose of the book is to provide practitioners with best-practice examples and actionable recommendations on how to implement green marketing activities. It provides information and ideas for those involved in marketing on how to incorporate green considerations into the marketing mix, as well as providing perspectives on marketing for environmental managers. To achieve a comprehensive viewpoint, the book is split into three sections. The first sets out the strategic issues and rationale for green marketing, the second addresses tactical issues in more detail, and the third provides detailed, international case studies. Topics addressed by the contributors include the growing debate around products versus

services, environmental product development and eco-innovation, green marketing alliances, environmental communications, green consumers, eco-tourism and the problems associated with green marketing in developing countries."--Provided by publisher.

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