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Sommario/riassunto

“This book provides a deep understanding of the opportunities and difficulties faced by marketers as they seek ways to be environmentally and socially sustainable while generating positive economic returns. Its diverse set of authors identifies innovative win-win solutions to existential threats such as climate change, plastic pollution, and supply chain inequity. Highly recommended as an instructional, research, and managerial resource.” —Dana Alden, William R. Johnson Jr. Distinguished Professor, University of Hawai‘i at Mnoa, US “This wonderful book scrutinizes the impact of marketing strategies on society. I found the book comprehensive and easy to read, especially for people coming into the marketing and society field, either as students or as interested stakeholders (whether consumers, regulators, NGOs, or for-profit managers). Congrats to the authors, several of which I had the pleasure of working with.” —Koen Pauwels, Distinguished Professor of Marketing, Northeastern University, US “This comprehensive work chronicles marketing’s evolution from a mere business function to a central force shaping our world. It marks a necessary and profound evolution in management thought, demanding our full attention. Marketing’s ultimate test is not merely profit, but its contribution to a healthy society. An indispensable guide for any leader committed to building a responsible and sustainable enterprise.” —Can Uslay, Dean’s Research Professor of Marketing, Rutgers Business School, US This edited collection provides a comprehensive analysis of how marketing management influences society. Investigating how marketing strategies intersect with societal well-being, authors also provide suggestions to navigate complex ethical and societal issues. Through an in-depth exploration of the existing literature combined with analysis of real-world examples, this book aims to address the broader implications of marketing decisions and contribute to a deeper understanding of the interaction between marketing and society. Nimet Uray, Professor of Marketing, Kadir Has University, Türkiye. Meltem Kiygi-Calli, Associate Professor of Marketing, Kadir Has University, Türkiye. Petek Tosun, Associate Professor of Marketing, Kadir Has University, Türkiye.