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Sustainability marketing: a global perspective -ORCA

Conventional marketing thinking is increasingly unable to cope with the ecological, social and commercial realities that confront mankind. This conceptual article presents a vision of an integrated approach to 'sustainability marketing' and highlights a number of innovative ways in which this differs from the conventional marketing management mainstream.

Sustainability marketing — An innovative conception of ...

The present study reviews the extant literature available on the emerging area of Sustainability Marketing Strategy (SMS), which hopefully, will prove to be a springboard for the future research. ... Sustainability marketing: A global perspective. Chichester: Wiley. Google Scholar. Belz, F.M., Riediger, ... A corporate marketing perspective.

Sustainability Marketing Strategy: An Analysis of Recent ...

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By Rachel Lee With more and more students studying sustainability in school, a mutual sense of responsibility has emerged from the youth to advocate for a more sustainable future. For this story, I had the opportunity to speak with three students who are studying sustainability at universities throughout the country. These individuals are exemplary of our generation's disposition when facing ...

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