

Green Marketing as a Positive Driver Toward Business Sustainability

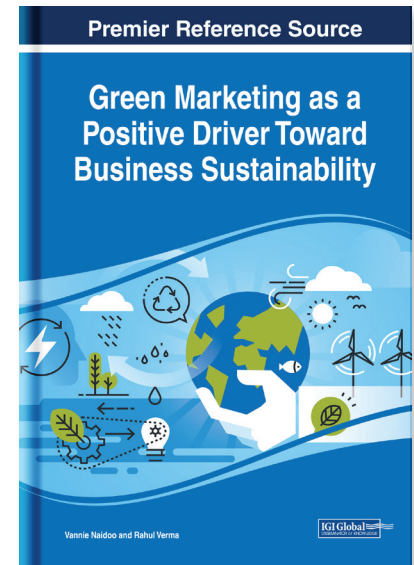
Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

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Description:

As corporations increasingly recognize the benefits of green marketing, the number of projects with important local environmental, economic, and quality-of-life benefits shall increase. Encouraging the holistic nature of green, moreover, inspires other retailers to push the movement.

Green Marketing as a Positive Driver Toward Business Sustainability is a collection of innovative research on the methods and applications of integrating environmental considerations into all aspects of marketing. While highlighting topics including green consumerism, electronic banking, and sustainability, this book is ideally designed for industrialists, marketers, professionals, engineers, educators, researchers, and scholars seeking current research on green development in regular movement.



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Topics Covered:

- Branding
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- Ecolabels
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- Green Consumerism
- Marketing
- Risk Management
- Social Media
- Sustainability

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