

Sustainable Marketing Diane Martin

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for courses in sustainable marketing or as a supplement to marketing courses that include sustainability as a focus a lasting approach to marketing as the engine that drives the global economy marketing leaves an enormous footprint on the environment and society to help readers make a lasting impression in their marketing efforts martin schouten provides the concepts behind valuable and lucrative sustainable marketing strategies

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this text discusses how companies create competitive advantage through strategic marketing using established frameworks and concepts it examines aspects of marketing strategy and thinking it provides examples to facilitate the understanding of theoretical concepts

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