



Sustainable Marketing: Managerial - Ecological Issues

By Donald A. Fuller

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There has long been a gap for a text that bridges the fundamental ecological issues facing society and modern marketing. This is that text. Following an ecological imperative, Fuller, explores the reasons for studying sustainable marketing in 8 key chapters which encompass strategy, products, channel networks, Communications, pricing and market development. At a time when one is looking at global warming, hydrocarbon taxes, air and water pollution and increased incidences of respiratory diseases this is a very opportune text.

In the UK, BAA have just launched a sustainable company strategy for its business and this is the book that outlines what that approach means for the modern marketer.

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Review

"This is the most authoritative and carefully and thoroughly documented treatment of what is generally known as green marketing that I'm aware of."

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