DESCRIPTION

The new and extended Second Edition of the award-winning textbook *Sustainability Marketing: A Global Perspective* provides a sustainability-oriented vision of marketing for the twenty-first century. Adopting a consumer marketing focus, it emphasises integrating sustainability principles into both marketing theory and the practical decision making of marketing managers.

The book shows how the complexities of sustainability issues can be addressed by marketers through a systematic step-by-step approach. The steps involve an analysis of socio-environmental priorities to complement conventional consumer research; an integration of social, ethical and environmental values into marketing strategy development; a new consumer-oriented sustainability marketing mix to replace the outmoded and producer-oriented '4Ps'; and finally an analysis of how marketing can go beyond responding to social change to contribute to a transformation to a more sustainable society. Without taking such steps, marketing will continue to drive global crises linked to climate change, poverty, food shortages, oil depletion and species extinction, instead of helping to tackle them.

A comprehensive package of supplementary materials for this text is available at www.wiley.com/college/belz.

View the authors blog at: www.sustainability-marketing.com
ABOUT THE AUTHOR

The authors have over 40 years of research experience between them and many years experience of teaching sustainability marketing concepts in the classroom.

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NEW TO EDITION

This second edition provides:

• New cases

• A wider geographic scope and more in-depth analysis and exploration of the key issues

• Demonstrates the role of sustainability in driving innovation within businesses and markets, and in transforming marketing so that instead of helping to consume our environment, it works to sustain it
• Ideally suited to both students and practitioners at many different levels and disciplines including marketing, innovation, CSR, sustainability or environmental management

• Offers an applied approach making use of illustrative case examples from all over the world throughout the text

• All chapters include learning objectives, discussion questions, and illustrative cases, simple examples and research data from many different countries

• Winner of the VHB "Best Textbook of the Year" 2010

• The authors have over 40 years of research experience between them and many years experience of teaching sustainability marketing concepts in the classroom

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