

# Sustainable Enterprise

A Marketing Approach

Mark Peterson



# Sustainable Enterprise A Macromarketing Approach

**Wayne Visser**



## **Sustainable Enterprise A Macromarketing Approach:**

Sustainable Enterprise Mark Peterson, 2012-10-08 This title goes beyond the internal firm strategies of micromarketing and the four Ps to take a broader perspective focused on the interconnectedness of markets marketing and society

**Issues in Marketing: 2013 Edition**, 2013-05-01 Issues in Marketing 2013 Edition is a ScholarlyEditions book that delivers timely authoritative and comprehensive information about Macromarketing The editors have built Issues in Marketing 2013 Edition on the vast information databases of ScholarlyNews You can expect the information about Macromarketing in this book to be deeper than what you can access anywhere else as well as consistently reliable authoritative informed and relevant The content of Issues in Marketing 2013 Edition has been produced by the world's leading scientists engineers analysts research institutions and companies All of the content is from peer reviewed sources and all of it is written assembled and edited by the editors at ScholarlyEditions and available exclusively from us You now have a source you can cite with authority confidence and credibility More information is available at <http://www.ScholarlyEditions.com>

Marketing In and For a Sustainable Society Naresh K. Malhotra, 2016-07-05 This special issue featuring contributions from top scholars including former editors of top journals in marketing will assemble a set of current comprehensive review articles written by distinguished experts on the state of the art of marketing research and future prospects in the transition towards sustainable society

The Routledge Companion to Marketing and Sustainability Ken Peattie, Roberta De Angelis, Nicole Koenig-Lewis, Carolyn Strong, 2025-04-14 This state of the art handbook provides a comprehensive review of recent research and academic thought on the relationship between marketing and sustainability It combines a micro marketing approach considering how to market more sustainable goods and services with a more critical perspective considering the implications of our marketing systems for the future of the planet and humankind It also balances a traditional socio economic perspective on marketing with a physical systems perspective considering how the consequences of our consumption and production systems play out over time and space Bringing together a range of leading international experts from more than a dozen countries this unique collection addresses both the environmental side of the sustainability agenda through topics such as product development packaging and circular economy initiatives and its social side through topics such as fair trade marketing bottom of the pyramid initiatives and marketing ethics A range of key market contexts are discussed including food mobility tourism luxury consumption and sports along with important developments in the field around social marketing sustainable lifestyles new information technologies and the need for better marketing of sustainability Exploring how marketing can meet the challenge of the transition towards a more sustainable economy and a fairer society this unique volume will be welcomed by researchers students and practitioners from a variety of fields including marketing business ethics sociology and environmental studies Chapter 23 of this book is freely available as a downloadable Open Access PDF at <http://www.taylorfrancis.com> under a Creative Commons Attribution CC BY 4.0 license

*Continuing to Broaden the Marketing Concept* Dawn Iacobucci, 2020-09-17 Review of Marketing Research is a publication covering the important areas of marketing research with a more comprehensive state of the art orientation. The chapters in this publication review the literature, offer a critical commentary, develop an innovative framework, and discuss future developments as well as present specific empirical studies.

**The World Guide to Sustainable Enterprise** Wayne Visser, 2016 The World Guide to Sustainable Enterprise is the first comprehensive global compendium that clearly describes the national approaches to sustainable enterprise. Through a systematic review of each country, this quick-to-access reference guide showcases the similarities and differences in each region. Every country profile includes key information about the relevant history, country-specific issues, trends, research, and the leading organizations operating in the field, as well as best practice case studies. The guide comprises four volumes, each dedicated to a specific region of the world. In a world where organizations are working increasingly across national and regional boundaries and research takes a joined-up and international approach, this book is an essential guide for practitioners and researchers in the disciplines of business, sustainability, social enterprise, and corporate responsibility. The first of its kind, this reference book provides the reader with a unique insight into what is the current state of play in each country. Each edited volume provides expert contributions from around the world; the contributors have been selected on the basis of their knowledge of the country and their clear experience in sustainable enterprise. Each regional country profile includes the following subsections: Sustainable Enterprise in context, Priority issues, Trends, Government policies, Case studies, Further resources, and References. This unique resource will be an essential acquisition for all organizations who need to benchmark their sustainable enterprise strategies throughout different regions and cultures and want the best possible intelligence on the key issues and concerns relating to sustainable business and social responsibility in all of the markets in which they operate. It provides a useful companion reference collection to the World Guide to CSR, also edited by Wayne Visser. The full Four Volume Set of The World Guide to Sustainable Enterprise is available for purchase as a single item at a 25% discounted rate. Provided by publisher.

*Sustainable Marketing* Mark Peterson, 2021-04-28 Building on the idea that holistic marketing strategies allow firms to assess risk and realise opportunities, this book draws on new research and industry examples to help you recognize effective sustainability practices that benefit companies, stakeholders, and society. With an issue-based approach that dissects the interplay between marketing and society, the author encourages readers to critically engage with the changing nature of markets, how companies can adapt to sustainability guidelines and environmental threats while still remaining profitable in today's global market. Using a range of examples including Costco, Juul, Facebook, Patagonia, and Bitcoin, Peterson highlights the importance of social issues facing businesses today, such as poverty alleviation, the drive towards more green living, corporate social responsibility within firms, and political pressures such as emissions guidelines and reducing the global carbon footprint. The Mavericks Who Made It feature also highlights key entrepreneurs throughout history, their key

successes and their impact on sustainable marketing *The Sustainable Enterprise* Chris Brown, Christopher Stephen Brown, 2005 Perceptions of a business's sustainability can have a real impact on the bottom line. The benefits accrued will far outweigh any costs. Drawing on the experience and expertise of leading professionals and practitioners it reviews the specific challenges that sustainability can involve from energy use to employment rights from emissions trading to corporate governance and from environmental technology to stakeholder relationships. Depending on the nature of the business they might be critical or they might be routine. However passively complying with rules and regulations is no longer sufficient. Sustainability is starting to permeate every business decision and needs to be managed in an active integrated way. The rewards for responsibility, accountability and transparency can be high brand loyalty, high calibre recruits, strengthened partnerships, easier entry to new markets and better access to capital. Any failure to live up to a commitment to sustainability however can fundamentally undermine prospects for future growth. In securing these rewards and minimising the risks this book is designed as a practical guide to the strategic and operating challenges in becoming a sustainable enterprise.

**Managing the Transition to a Sustainable Enterprise** Rob van Tulder, Rob van Tilburg, Mara Francken, Andrea da Rosa, 2013-09-23 In combining practice and theory this textbook provides a management perspective on the business case for sustainability. Drawing on examples from 20 frontrunner companies located in the Netherlands it builds upon a unique research project in which CEOs and middle managers gave access not only to their decision making process but also revealed how their perceptions shaped the transition process. This book identifies four different archetypes of business cases and related business models that business students and managers can use to identify phases and related attitudes towards sustainability. The book provides in depth analysis and insight into theoretical concepts and an overview of the relevant literature, the different business cases for sustainability, behavioural characteristics of each phase and the typical barriers between them, more than 70 tipping points, approaches to shaping stakeholder dialogue, effective engagement of stakeholders in each phase of transition, how companies move through the phases towards higher levels of sustainability, insights of employees of the 20 companies, whether the business case was really achieved, summary of the interventions which have proved successful in these companies. This book offers students as well as managers of vocational and academic institutions at undergraduate and postgraduate level insight into real life transition processes towards sustainability. **Enterprise 2.0:**

**The behavioral enterprise** Tracy L. Tuten, 2010 Every day business leaders read about the shift in essential business practices and consumer buying behavior brought about by the Internet. This two volume set introduces readers to these shifts and shows them the way forward. **The World Guide to Sustainable Enterprise: Europe** Wayne Visser, 2016 The World Guide to Sustainable Enterprise is the first comprehensive global compendium that clearly describes the national approaches to sustainable enterprise. Through a systematic review of each country this quick to access reference guide showcases the similarities and differences in each region. Each profile includes key information about the relevant history, country specific

issues trends research best practice case studies and the leading organizations operating in the field The Guide comprises of four volumes each dedicated to a specific region of the world In a world where organizations are working increasingly across national and regional boundaries and research takes a joined up and international approach this book is an essential guide for practitioners and researchers in the disciplines of business sustainability social enterprise and corporate responsibility The first of its kind this reference book provides the reader with a unique insight into what is the current state of play in each country Each edited volume provides expert contributions from around the world the contributors have been selected on the basis of their knowledge of the country and their clear experience in sustainable enterprise Each regional country profile includes the following subsections Sustainable Enterprise in context Priority issues Trends Government policies Case studies Further resources and References This unique resource will be an essential acquisition for all organizations who need to benchmark their sustainable enterprise strategies throughout different regions and cultures and want the best possible intelligence on the key issues and concerns relating to sustainable business and social responsibility in all of the markets in which they operate It provides a useful companion reference collection to The World Guide to CSR also edited by Wayne Visser

Emerging Economic Models for Sustainable Businesses Jayati Talapatra, Nayan Mitra, René Schmidpeter, 2022-01-21 The book discusses new and emerging economic models that respond to Pulling and Pushing forces Today we are poised at an interesting juncture with favourable conditions making it easier to be a sustainable organization acting as a Pulling Force and the climate crisis rise in social economic inequities thereby Pushing for urgent action The book analyses economic models that look at value propositions creation and capture with People Planet and Profit deeply embedded in each stage of the value chain The contributions bring out the interplay between new standards evaluation frameworks technology innovation and other emerging tools to show how they create a sustainable business For this they lean on learnings from successful sustainable businesses Business leaders will find that this book provides deep insights on improving their existing sustainable practices and speeding up the transition from linear to circular narrow stakeholder driven to community driven For prospective entrepreneurs the book provides the nudge needed to start up a sustainable enterprise Students and researchers can benefit from real life examples of how sustainable transformations unfold The book thus creates an easy guide for those willing to make the transition to sustainability start a sustainable business and most of all to motivate those who may not yet be convinced about the long term sense of taking care of our people and our earth

*Sustainability Marketing* Frank-Martin Belz, Ken Peattie, 2009-11-10 Sustainability Marketing is primarily about the successful development and marketing of sustainable products and services e.g. hybrid cars fuel cell cars car sharing organic food products fair trade products passive houses and renewable energies

**Journal of Public Policy & Marketing : JPP&M**, 1997      **The Sustainable Enterprise** Louise Veling, 2024      **The World Guide to Sustainable Enterprise, Volume 3: Europe** Wayne Visser, 2016      **Sustainable Enterprise** Timothy Daniel Clayton, Luke Aiken, 2012-02-01 A

growing number of sustainable businesses are successfully using alternative organizational models such as employee ownership and decentralized decision making In addition to the material sustainability of their operations their workplace policies and procedures are reflective of socioeconomic equality and democratic values This all encompassing approach known as Holistic Business is a progressive model well suited for an interconnected world and holds the promise of catalyzing more just and sustainable human societies Still tremendous energy and capital is being invested into the century old Western business model as a means of social change Is this dated business vehicle equipped to transport today s change based groups to their hopeful destination What were the ideas that shaped the conventional model and what was it designed to do In this highly accessible work Timothy Clayton addresses the historical development of the Western business model and its impact on employees communities and the environment His insights produce an impressive and thoughtful list of ways in which changed based organizations despite good intention and a visionary mission statement are often limited by the standard business vehicle from fully realizing their potential

**Mid-course Correction** Ray C. Anderson,2005     *The Sustainable Enterprise Fieldbook* Jeana Wirtenberg,William G. Russell,David Lipsky,2008 An indispensable handbook of tools and advice for environmentally responsible organizations     *Sustainable Enterprise* ,2008

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