



Sustainable Marketing

Michelle Carvill, Gemma Butler



Sustainable Marketing:

Sustainable Marketing Paul Randle, Alexis Eyre, 2023-12-03 SHORTLISTED Business Book Awards 2024 Sales Marketing
Becoming a sustainable marketer is no longer an optional extra Sustainability has become a necessity for the future but do you feel confident delivering on this for your clients and customers Sustainable Marketing is a blueprint for embedding sustainability at the heart of marketing Exposing the disturbing reality of marketing's current relationship with many of our environmental and societal problems it challenges the traditional role of marketing its cultural norms and gross inefficiency It goes on to present a compelling vision for change and a practical guide for marketing professionals equipping them with the mindset and tools to transform their daily work and the industry as a whole into a force for good This is the perfect guide for marketing and sustainability professionals working through their company's sustainable transformation whilst trying to avoid the pitfalls of greenwashing and carbon myopia Written by experts who apply their unique framework to the issue this book takes what may feel like an insurmountable challenge and breaks it down giving in depth advice and providing real world success stories from companies of all sizes including Tony's Chocolonely The Onlly and AkzoNobel *Sustainable Marketing* Michelle Carvill, Gemma Butler, Geraint Evans, 2021-01-21 Shortlisted for the Business Book Awards 2022 In the modern age of authenticity and transparency consumers are no longer content with brands that are dismissive of or even apathetic to sustainability Brands are now expected to convey understanding and concern when it comes to matters such as climate change carbon footprints and employee welfare Most importantly of all they must be genuinely committed to these standpoints remaining consistent and proactive in their principles With the rise of more conscious consumers and the belief driven buyer organizations ignore sustainability and the spirit of doing good at their own peril From three marketing experts with decades of experience between them Sustainable Marketing delivers the new benchmark for modern marketing This book clarifies the importance of the sustainable approach before providing a comprehensive guide to implementing driving and maintaining these practices in any organization A must read for any business leader or marketing executive this is a unique and fascinating blend of academic research and practical case studies that will kick start and inspire sustainable initiatives **Sustainability Marketing** Frank-Martin Belz, Ken Peattie, 2012-10-29 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.sustainabilitymarketing.com

Sustainable Marketing Barry Emery, 2011-12-23 Sustainable Marketing collects chapters on marketing in the ethical environment consumer behaviour changing behaviour segmentation pricing supply and distribution among many other topics

Emery: Sustainable Marketing Barry Emery, 2020-12-03 Consideration for the ethics of business social responsibility and the environment has put sustainability at the top of the agenda for many organisations and marketing has a key role to play in driving this agenda This book explores the complex and challenging environment of sustainable marketing The author starts by considering the background of traditional marketing in order to understand the changes that have occurred over recent times and their significance From corporate social responsibility to societal and green marketing movements leading to the development of sustainable marketing practice this book is the most complete and accessible introduction to Sustainable Marketing on the market Key themes covered in the book include Current developments in the marketing environment and their role in stimulating or impeding the progress of sustainability The nature of consumption in relation to sustainability The underlying attitudes of consumers towards sustainable consumption The use of social marketing for planning and implementing behavioural change in consumers towards a more sustainable lifestyle

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 New Rules of Green Marketing Jacquelyn A. Ottman, 2011-02-07 Green products have been around since the 1970s but it's only in recent years that they've become ubiquitous That's because savvy green marketers are no longer targeting deep green consumers with a save the planet pitch Instead they're promoting the added value their products provide better health superior performance good taste or cost effectiveness In this innovative book Ottman argues that emphasizing primary benefits the New Rules is critical to winning over the mainstream consumer Drawing on the latest poll data and

incorporating lessons learned from her clients and other leading sustainable brands including GE Nike Method Starbucks Timberland HP NatureWorks Procter Gamble Stonyfield Farm and Wal Mart Ottman provides practical strategies tools and inspiration for building every aspect of a credible value based green marketing strategy She covers such topics as spurring innovation through a proactive approach to sustainability developing products that are green throughout their life cycle communicating credibly to avoid accusations of greenwashing teaming up with stakeholders to maximize outreach to consumers taking advantage of social media and much more The New Rules of Green Marketing captures the best of Ottman's two previous groundbreaking books on green marketing and places it within a 21st Century context Focusing on a new generation of marketers who likely grew up with an appreciation for sustainability it provides in one place essential strategies tools and inspiration for connecting effectively with mainstream consumers *Sustainable Marketing* Diane Martin, John Schouten, 2012 To help readers make a lasting impression in their marketing efforts Martin Schouten provides the concepts behind valuable and lucrative sustainable marketing strategies **Sustainability Marketing** Rishi Raj Sharma, Tanveer Kaur, Amanjot Singh Syan, 2021-05-05 Sustainability Marketing New directions and practices explores how a customer's desire for sustainable products can form a part of new marketing strategies Sustainability Marketing provides solutions to scholars marketers and decision makers aiming to gain an advantage in businesses where sustainability is increasingly prioritised **Can Marketing Save the Planet?** Michelle Carvill, Gemma Butler, 2024-01-04 An exploration of some of the most high profile environmental and sustainability challenges facing businesses and consumers and 101 of the most practical solutions from the world of marketing In our fast moving and consumer driven world in which more than 10 million people are Marketers social and environmental issues are increasingly being moved to the top of boardroom agendas Each and every company and therefore every marketer has a responsibility to learn about the changing landscape in which they operate and to adapt their skills creativity and influence accordingly From the authors of Sustainable Marketing awarded Highly Commended at the Business Book Awards 2022 Can Marketing Save the Planet is the ultimate guidebook for this journey taking a deep dive into some of the most high profile subjects and solutions that every marketer needs to know about It details the main priorities that companies should consider and provides a 101 topic directory of the practical and realistic ways in which marketers can drive positive impact showing that even in the age of consumerism marketing CAN be a force for good **Sustainable Marketing Management** Heribert Meffert, Peter Kenning, Manfred Kirchgeorg, 2014-12-19 Fragen der gesellschaftlichen Verantwortung von Unternehmungen stehen seit geraumer Zeit im Mittelpunkt der wissenschaftlichen und praktischen Diskussion Ursächlich dafür sind die sich verändernden Rahmenbedingungen der globalisierten Wirtschaftssysteme und der damit verstärkte nationale und internationale Wettbewerb auf den Beschaffungs- und Absatzmärkten der klimatische und demographische Wandel die verstärkte Umweltbelastung die Verknappung der natürlichen Ressourcen die steigende Digitalisierung und nicht zuletzt die leeren Staatskassen und die damit einhergehenden

Streichungen sozialer staatlicher Leistungen Vor diesem Hintergrund streben die Herausgeber Prof Dr Dr h c mult Heribert Meffert Prof Dr Peter Kenning und Prof Dr Manfred Kirchgeorg mit Sustainable Marketing Management Texte und Cases des Sustainable Marketing ein Sammelwerk an das erstmals das Thema nachhaltige Unternehmensführung im Gebiet des Marketing aus Wissenschafts und Praxisperspektive integriert betrachtet Das Ziel des Sammelwerks ist es zunächst den Begriff des Sustainable Marketing Management wissenschaftlich konzeptionell zu erläutern um der gegenwärtigen Inhaltseutleerung dieses und ähnlicher Begrifflichkeiten entgegenzuwirken Ferner soll dem Leser entlang der Stufen des entscheidungsorientierten Managementansatzes Ziele Strategien Umsetzung Kontrolle aus Wissenschaft und Praxis aufgearbeitete Best Practice Praxisbeispiele präsentiert werden So kann der Leser das eigene unternehmerische Handeln vergleichen und ggfs entsprechend anpassen bzw neu ausrichten Dazu sollen insb die Fallstudienbeiträge sowohl von einem Vertreter aus der Wissenschaft als auch aus der Praxis gemeinsam verfasst werden um eine ganzheitliche Perspektive zu gewährleisten und dem integrativen Gedanken des Sammelwerkes Rechnung zu tragen

The New Rules of Green Marketing

Jacquelyn Ottman, 2017-10-19 For too long marketers of sustainable goods and services have targeted deep green consumers to promote their products and they have little to show for their efforts In this innovative book Jacquelyn Ottman shows how the green market has moved beyond such niche marketing and how marketers will find greater success promoting the inherent superior value of their offerings Greener products are now available within every industry and are a part of our everyday lives But they didn't get to be so ubiquitous just because they are better for the planet Whether they were promoted as such or not sales of green products have grown so fast because of the added value they provide health superior performance good taste cost effectiveness or simply convenience This central emphasis on primary benefits the new rules is critical to winning over the mainstream consumer and to driving overall organizational growth The New Rules of Green Marketing helps readers understand why value based sustainability marketing has become a critical organizational capacity and how readers can adopt this approach in their own organizations Illustrated by examples from both international mainstream and the more niche deep green leaders who are showing everyone else the way the book provides practical strategies tools and inspiration for building every aspect of a credible value based green marketing strategy including How to use a proactive approach to sustainability to spur innovation How to frame environment related benefits with relevance to mainstream brands How to communicate with credibility and impact and avoid greenwashing How to team up with stakeholders to maximize outreach to consumers How to use a life cycle orientation to ensure the integrity of one's offerings How to best take advantage of recent technological advances in social media Drawing on the latest data from leading researchers and reflecting on learnings from Ottman's corporate clients and other pioneers including GE Nike HSBC Method Starbucks Timberland HP NatureWorks Philips Procter Gamble Stonyfield Farm and Wal Mart this book shows how market leaders are edging out the competition using effective value first marketing strategies This book captures the best of the

author's previous groundbreaking books on green marketing and takes the content into the 21st century Whereas earlier works focused on readers who were less familiar with green initiatives this work squarely focuses on a new generation of marketers who likely themselves grew up with an appreciation of sustainability and who want and need to know how to connect effectively with mainstream consumers

Handbook of Research on Achieving Sustainable Development Goals With Sustainable Marketing Gigauri, Iza, Palazzo, Maria, Ferri, Maria Antonella, 2023-06-26 The prominent idea of sustainable development has influenced almost all disciplines changing our understanding and behavior toward sustainability In this respect marketing has also been transforming from the sustainability point of view as emerging social and ecological problems caused by the exponential growth require sustainable solutions and joint efforts Sustainable marketing intends to integrate ecological social and ethical concerns while creating value Consumers along with other stakeholders expect that brands will contribute to work toward the sustainable development goals therefore companies need to redesign their marketing initiatives to create promote and deliver values that are in line with sustainability The Handbook of Research on Achieving Sustainable Development Goals With Sustainable Marketing illuminates current developments in sustainable marketing and the new trends and tendencies concerning the concept in theory and practice The book also explores the concept of sustainable marketing in today's context of the digital age explains its boundaries and benefits and describes the challenges and opportunities as well as the advantages and potential disadvantages of sustainable marketing and branding efforts Covering key topics such as branding marketing ethics and corporate social responsibility this premier reference source is ideal for marketers business owners managers industry professionals researchers academicians scholars practitioners instructors and students

Sustainability in Marketing Practice Subrata Chattopadhyay, Udit Chawla, 2024-08-23 Consumers prefer businesses that support sustainability This volume delves into the nuts and bolts of sustainable marketing and the promotion of environmentally and socially responsible products practices and brand values taking a deep dive into how to integrate sustainability into a marketing strategy and how to develop broaden and maintain a sustainable marketing strategy that appeals to the values of the general public The book contains three parts with the first section detailing sustainable consumer culture examining consumer personality traits and purchasing behavior and how to influence those purchasing decisions and gain brand loyalty The volume also reviews sustainable business strategy practices through various studies from the banking fashion hospitality and tourism and other industries The use of artificial intelligence and machine learning in sustainable marketing is also touched upon The final part focuses on green marketing and details the new consumption patterns prevalent in the market today

Marketing and Sustainability Pia A. Albinsson, Hugo Guyader, Mikael Ottosson, Anders Parment, 2024-11-04 In depth authoritative overview of sustainability issues and how sustainability is integrated into management and marketing theory and practices Marketing and Sustainability equips readers in the fields of management and marketing with an in depth understanding of sustainability issues and how

sustainability is integrated into business Examples from across the globe are included on topics such as how businesses use services sharing practices and sustainable business models in their operations to face increasing demands to reduce greenhouse gas emissions limited resources and increased global competition This book is concerned with consumer and business markets considering marketing practices as part of business administration Up to date and topical areas of research such as the sharing economy are thoroughly discussed and illustrated with supporting models figures and vignettes The book is accompanied by a companion site for instructors and faculty which includes PowerPoint slides and exam Q A s Videos introducing each chapter s content are also available via YouTube Written by a team of highly qualified academics Marketing and Sustainability includes information on Factors influencing consumers and their choices sustainable marketing practices and their effectiveness and how to communicate sustainability initiatives through marketing campaigns Strategies to be heard in a crowded branded world and sustainability business models including product service systems social enterprises and sharing and circular economy models Sustainable marketing strategies including chapters on sustainable marketing channels sustainable pricing sustainability oriented marketing communication and branding Greenwashing the process of conveying a false impression or misleading information about how a company s products are environmentally sound and why it s bound to backfire Marketing and Sustainability is an essential reference for undergraduate graduate and post graduate students as well as managers in companies the public sector and civil society all of whom are under increasing pressure to deal with marketing and sustainability for strategic purposes as well as in everyday practices

Sustainable Marketing and the Circular Economy in Poland Anita Proszowska,Ewa Prymon-Ryś,Anna Dubel,Anna Kondak,Aleksandra Wilk,2024-03-22 Sustainable Marketing and the Circular Economy in Poland outlines the specific challenges around formulating an organisation s marketing strategy in line with the circular economy CE framework This book helps to solve the problem of ineffective pro environmental programmes and marketing tools which are currently used by enterprises to make their activities more sustainable The authors identify key concepts and strategies of sustainable marketing to highlight the trends and development directions of marketing activities of modern enterprises Focussing on Poland as a central case study the book is illustrated with examples of organisations that are implementing sustainable marketing activities that are compatible with the CE model It also presents the results of studies which examined the pro environmental marketing efforts of small and medium sized enterprises non governmental organisations and other actors in Poland To conclude the authors put forward recommendations for CE network stakeholders regarding sustainable marketing management focussing specifically on how to avoid accusations of greenwashing and other unethical organisational behaviour This book will be of great interest to students and scholars of green marketing sustainable business and the CE as well as entrepreneurs and business professionals looking to formulate sustainable marketing strategies

Sustainable Marketing S. M. Riad Shams,David M Brown,Kimberley Hardcastle,2025-03-25 This core textbook empowers and inspires students with

sustainable marketing strategies to pursue the triple bottom line People Planet and Profit The purpose is to underpin a brand's commercial competitive advantage through its societal and environmental impact It presents complex cross disciplinary and cross functional theoretical and practical discussions in a simplified manner to specify how the learning outcomes from different chapters can address the grand challenges associated with climate change economic instability geopolitical uncertainty and inequity whilst underpinning profit making ventures responsibly The authors also demonstrate how the learning outcomes from this book can be applied in pursuit of each of the 17 United Nations UN Sustainable Development Goals SDGs Each chapter features a chapter summary preliminary vignette key terms web exercises review and discussion questions and a practice quiz Throughout the text there are also specific teaching features to provide students and instructors with an enhanced pedagogical experience These features include The Manager's Corner These sections provide real world examples that instructors may highlight to exemplify theory or as mini cases for discussion Sustainable Marketing in Action These sections inspire students to apply concepts and theories to actual business situations This core textbook prepares the next generation of sustainable marketers to pursue their career goals with a commitment to fostering a positive and sustainable impact on society the environment the economy their organizations and themselves

The Sustainable Marketing Concept in European SMEs Edyta Rudawska, 2018-05-14 The book provides knowledge of sustainable marketing tools in SMEs operating in the industry

Sustainable Marketing Robert Dahlstrom, Jody Crosno, 2021-03-15 Formerly published by Chicago Business Press now published by Sage Sustainable Marketing Third Edition presents a sustainable marketing perspective that addresses financial and social performance as well as ecological performance in consideration of the impact upon the environment in which markets operate Authors Robert Dahlstrom and Jody L Crosno incorporate state of the art examples of business practice while delivering on a theoretically based and managerially relevant approach to sustainable marketing

Sustainable Marketing Planning Neil Richardson, 2019-10 There are two major parallel challenges facing managers and leaders first how to adapt to global changes in markets competition and supply and second how to grow a business whilst observing recognisably sustainable practices Companies must now align their values with customers who increasingly seek products and services that are people and planet friendly Using sustainable marketing techniques to create value ultimately leads to improved customer satisfaction better professional relationships and increased effectiveness With Marketing Planning absent from the current textbook offering this book provides practical insights tools and frameworks to help readers produce tactically and strategically appropriate marketing plans Showing how to embed sustainability in these strategies and reflecting on the historical and current criticisms aimed at marketing students will be shown How to implement whilst being encouraged to reflect on Why Full of tools and frameworks to improve comprehension including chapter by chapter learning outcomes summaries exercises applied activities and mini case studies it bridges the gap between theory and practice effectively and accessibly Finally PowerPoint lecture slides and MCQ sections are provided

for each chapter as electronic resources Reflecting on contemporary themes and challenges at the cutting edge of business research and practice this book should be core reading for advanced undergraduate and postgraduate students of Sustainable Marketing Marketing Planning and Marketing Strategy as well as professionals seeking to improve the competitive advantage of their organisations

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Sustainable Marketing Introduction

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