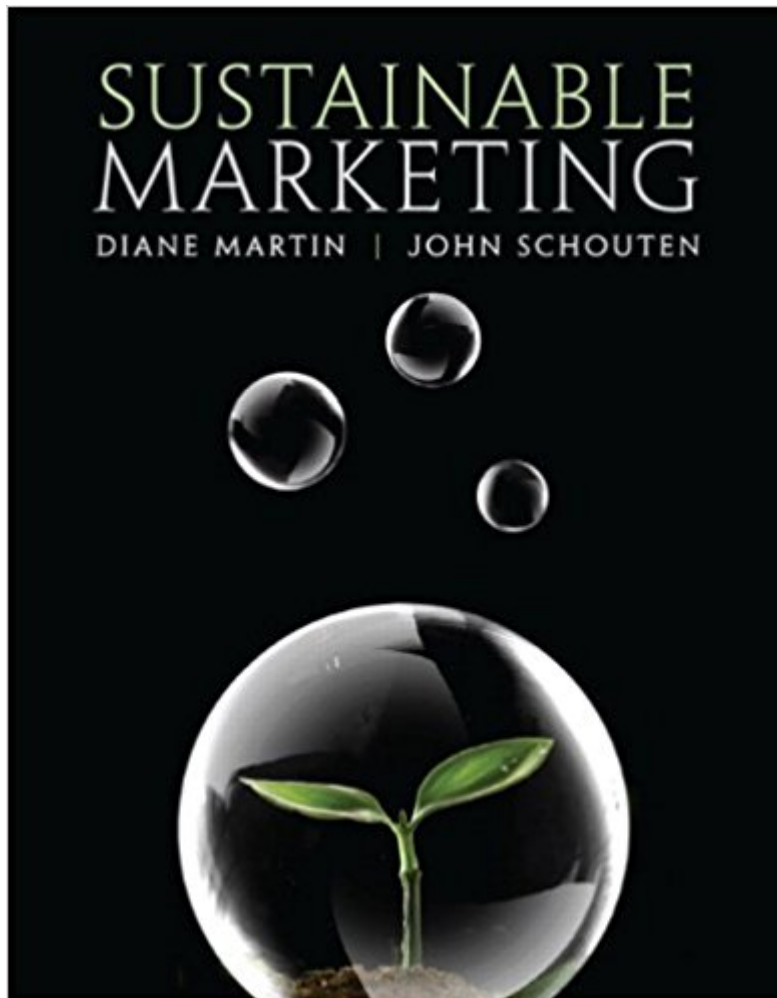




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Sustainable Marketing



Synopsis

To help readers make a lasting impression in their marketing efforts, Martin/Schouten provides the concepts behind valuable and lucrative sustainable marketing strategies.

Book Information

Paperback: 264 pages

Publisher: Prentice Hall; 1 edition (February 14, 2011)

Language: English

ISBN-10: 0136117074

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Shipping Weight: 1.2 pounds

Average Customer Review: 4.3 out of 5 stars 14 customer reviews

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Customer Reviews

The name does not really reflect the content, as it is about sustainable business models in general. It is of course a very topical subject, and the authors give us multiple dimensions to think about in business. A necessary read.

Fantastic textbook! Well-written, engaging, current, useful, and framed in positive change.

Happy with Everything !! Delivery time was excellent

An eye opener, the book goes way beyond the usual marketing concepts, highly recommended for business concepts of now and future. If you need to know "how-to green" your marketing efforts, this books shows how those ethics come together.

If you haven't gone green personally, this book will surely turn you around. It makes you aware of the little things that destroy our world and the little things you could be doing to prevent that. It practically makes you a responsible global green citizen.

Very clean

Excellent quality, on time delivery.

very informative.

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