Sustainable Marketing
Barry Emery

Sustainability has quickly reached the top of the agenda for businesses and governments. All types of organisations, from multinationals to charities, recognise the need to engage with economic, social and environmental sustainability issues, and marketing has a key role to play in driving this change.

This book explores the complex and challenging environment of sustainable marketing. Tracking the development of marketing through from the original marketing concept via corporate social responsibility, societal and green marketing movements, the author explains the evolution and growth of sustainable marketing practice, providing the most complete and accessible introduction to sustainable marketing on the market.

Key themes covered in the book include:

• The nature of consumption in relation to sustainability
• The underlying attitudes of consumers towards sustainable consumption
• The use of marketing for behavioural change in consumers towards more sustainable lifestyles
• Planning for and managing sustainable marketing

Dilemmas: encourage you to problem-solve and put yourself in the place of a marketer facing challenging situations and devising potential strategies

Researching sustainability: help to hone your marketing research skills by challenging you to investigate sustainable marketing issues

Getting started: provide helpful starting points when you are planning research tasks and exercises

Professional practice: encourage you to think about how you would apply theory to practice in a professional context

Snapshots and Cases: offer a wide range of mini-cases and full case studies from the world of marketing, fashion, retail, entertainment, tourism and hospitality, including Aga, Marks & Spencer, Muji and 360 Vodka, encompassing a wide range of national and international contexts

Apply it: short exercises that focus on specific aspects of sustainable marketing theory to allow you to apply your knowledge and evaluate your understanding and progress in each chapter

The book makes an ideal companion text for the Marketing (Emerging Themes) unit of the CIM's Chartered Postgraduate Diploma in Marketing.

Sustainable Marketing is essential reading for undergraduate and postgraduate marketing, business and management students on both general and specialist programmes, as well as for students of sustainable development.

Key features

Online resources
Go online to the website: www.pearsoned.co.uk/emery to access a variety of teaching resources to support this book.

About the author
Barry Emery is Senior Lecturer in Marketing at Birmingham City Business School, Birmingham City University, UK.

Barry Emery
"Sustainable Marketing places the role of marketing firmly at the centre of the sustainability agenda. A highly practical text with an innovative approach written in a readable style and including engaging learning activities, it presents the challenges facing the marketer while balancing the needs of the business with those of the consumer and the broader needs of society. This is essential reading for marketing students and practitioners alike as we move towards a more sustainable future."

David Thorp, Director of Research and Professional Development, The Chartered Institute of Marketing
Visit the Sustainable Marketing Companion Website at www.pearsoned.co.uk/emery to find valuable student learning material including:

- Multiple choice questions to test your understanding
- Weblinks to relevant, specific internet resources to facilitate in-depth independent research
- Links to video material of key Sustainable Marketing campaigns.
- Additional examples and case studies
Emery: Sustainable Marketing

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