

## Sustainable Marketing Diane Martin

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Sustainable Marketing, Diane Martin, John Schouten, Pearson Education, 2011, 0132998173, 9780132998178, 264 pages. This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book.To help readers make a lasting impression in their marketing efforts, Martin/Schouten provides the concepts behind valuable&D,â&œ&md lucrativ&D,â&œ&mdsustainable marketing strategies. .

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problems, sustainable marketing is also seen as a means to influence consumer behaviour towards more sustainable consumption. Thus, the first limitation is that the author will concentrate on sustainable marketing for B-to-C in the theoretical part and will neglect B-to-B, although there are many parallels.

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