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Martin & Schouten, Sustainable Marketing | Pearson
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Sustainable Marketing Diane Martin
If there is one book that speaks on a global scale with real examples of sustainability in

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Sustainable Marketing through the Natural Step | SpringerLink

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Martin, Diane M., & John W. Schouten (2012) Sustainable ... Marketing Means and Ends for a Sustainable Society: A Welfare Agenda for Transformative Change. Journal of Macromarketing, 30(2): 112–126 ... Sustainable Marketing through the Natural Step. In: Varey R., Pirson M. (eds) Humanistic Marketing. Humanism in Business Series. ...

Sustainable Marketing by Diane Martin - AbeBooks

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Ultimate Guide to Sustainable Marketing

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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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