



Sustainability Marketing: A Global Perspective

Frank-Martin Belz, Ken Peattie

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WINNER of the VHB BEST TEXTBOOK AWARD 2010! (Presented by the German Academic Association for Business Research) Sustainability Marketing: A Global Perspective provides a new sustainability-oriented vision of marketing for the twenty-first century. It has a consumer marketing focus with an emphasis on 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 integrated into marketing decisions 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 '4 Ps'; 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. The book is ideally suited to both students and practitioners at many different levels and disciplines including marketing, business and sustainability or environmental management.

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