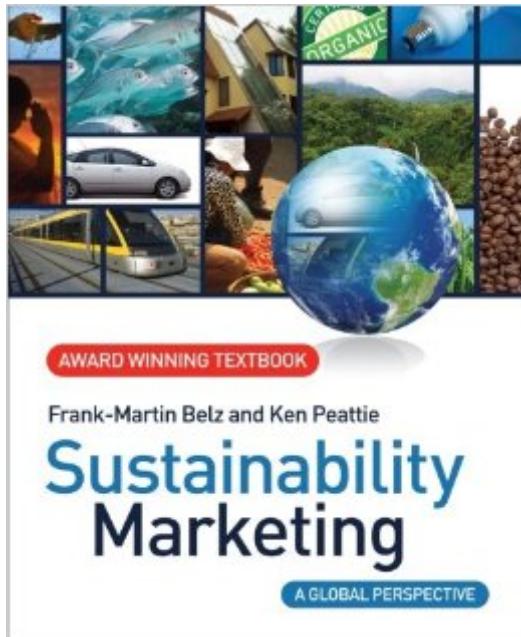


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# Sustainability Marketing: A Global Perspective



## **Synopsis**

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.

## **Book Information**

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## **Customer Reviews**

I can highly recommend the book "Sustainability Marketing: A Global Perspective". First of all, I have to state that this book was of great help in my dissertation as it explains the emerging trend towards sustainability marketing in detail but at the same, is easy to understand as the book is very

clearly written. The thorough knowledge of the authors of not only sustainability marketing but marketing and economics in general becomes strongly apparent throughout the whole book. Hence, the connection and relation between "classical marketing" and sustainability marketing is clearly illustrated. All in all, the book enabled me a great and deep insight into the contemporary and very important topic of sustainability marketing and gave me the final push and food for thought for my dissertation. As a result, I can highly recommend it to everyone.

I wholeheartedly recommend this book for any Marketing, communications, or strategy professionals who are looking to get a solid grasp of the breadth of sustainability issues, and how they relate to business. It is easy to read, and well written. While this book is titled "Marketing", it goes far beyond that in terms of its field of coverage. While most other materials grapple with defining the green consumer and work on how to "re-position" existing products with green paint to them, this text begins with a deep understanding of sustainability issues, defines the product and the marketing challenge, and offers insight and ideas into how those challenges can be addressed, and implications to corporate and consumer value. Lots of real world case studies and examples bring the issues to life, and the authors leave us with probing questions on the issues for further study. With the sustainability challenges and new consumer behaviors that we are waking up to, the days of conventional marketing are fading. Not only is the information in this book helpful in understanding sustainability issues far beyond climate change, it is also one of the first books to capture implications to consumers and corporations in coming years. If you want a solid idea of Sustainability marketing, product development, and brand strategy sustainability assessment, I can wholeheartedly recommend this book. Its also the VHB Award winner for best textbook of the year. Enjoy!

Sustainability Marketing by Frank-Martin Belz and Ken Peattie is a very refreshing and welcome new opening in the field of sustainability-related business books. Drawing on decades of experience and insights from recent research, the authors have produced a easy-to-read yet profound and thought-provoking textbook. In particular, the authors go beyond 'marketing myopia' and trivialised views of green consumers to address the role of marketing in making business more sustainable. This role is not insignificant, as engineers can easily devise eco-efficient solutions to make consumption patterns more sustainable, but without marketing leadership, these solutions will never become available or acceptable in the market. I especially recommend the section on "The Consumer as Communicator" in chapter 7, as well as the last section "Developing the Future of

Sustainability Marketing". I warmly recommend this book for business school courses on sustainability marketing. It is also a good complementary reading for courses on corporate social responsibility and social marketing.

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