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# GREENER MARKETING: A RESPONSIBLE APPROACH TO BUSINESS



Greenleaf Publishing. Hardback. Book Condition: new. BRAND NEW, Greener Marketing: A Responsible Approach to Business, Martin Charter, An examination of the progress of environmental marketing on a global scale. It considers how sustainability issues are increasingly becoming critical factors in how corporations meet the ever-growing demands and expectations of customers. The purpose of the book is to provide practitioners with best-practice examples and actionable recommendations on how to implement green marketing activities. It provides information and ideas for those involved...

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