

## Sustainability Marketing A Global Perspective 2nd

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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.

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Most sustainability marketing activity and research has focused on the ecological sustainability of products and production systems rather than on their contribution to greater social justice (with some particular exceptions such as FairTrade marketing which is primarily social).

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