



# Dealing with Socially Responsible Consumers

**Studies in Marketing**

Ladenpreis: 71,49EUR

**ISBN:** 9789811951282

**Herausgeber:** Bhattacharyya Jishnu

**Auflage:** 1st ed. 2022

**Verlag:** Palgrave Macmillan, Springer Singapore

**Erscheinungsdatum:** 03.01.2024

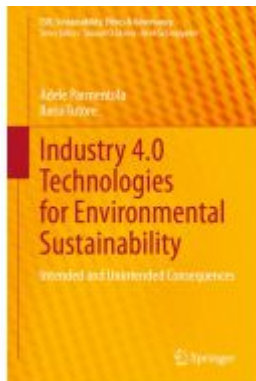
## **WEITERE INFORMATIONEN UND BESTELLUNG**

<https://shop.lexisnexis.at/dealing-with-socially-responsible-consumers-9789811951282.html>

## **Details**

This book contains a collection of teaching cases that study and emphasise how twenty-first-century businesses address and satisfy the needs and wants of socially conscious consumers while remaining profitable. This book explores the practise of marketing for societal benefit through real-life case studies. It provides a critical understanding of marketing approaches such as social marketing, sustainability marketing, and other practises of a similar nature. This book is made up of both long and short real-life cases from various industries, with varying degrees of difficulty.

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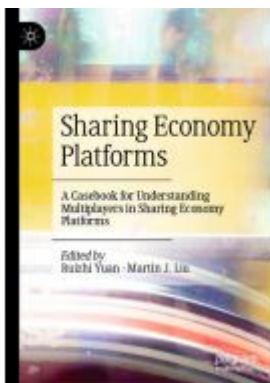
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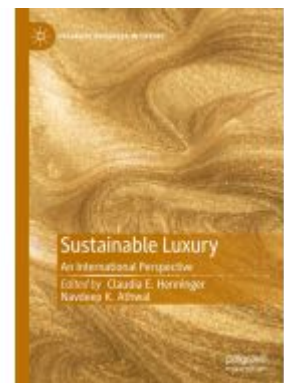
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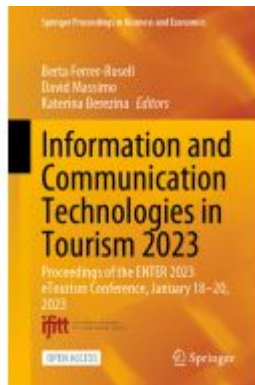
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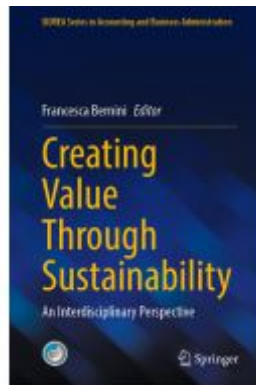
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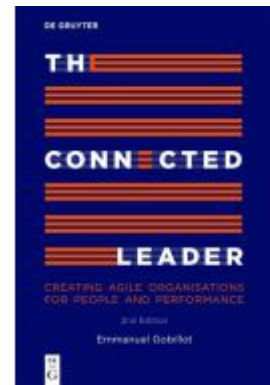
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