



Green Marketing and Entrepreneurship

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Autoren: Nygaard Arne

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Details

This comprehensive book reveals the intricate interplay between entrepreneurship, strategy, and marketing management in the context of sustainability. The book champions the green shift within businesses and organizations, equipping both companies and consumers with the knowledge needed to make well-informed decisions that drive positive market transformations. Providing a holistic understanding of sustainable and disruptive change processes for students and professionals, it looks into a spectrum of powerful strategies, ranging from green marketing approaches and segmentation techniques to the nuances of demarketing and green branding. Readers will uncover the critical role of companies and decision-makers in reshaping consumer behavior and supply chains, while navigating potential pitfalls like the "tragedy of the commons" and "greenwashing." Furthermore, they will gain valuable insights into how strategic positioning and targeted efforts can yield sustainable outcomes and increase consumer willingness to invest in environmentally conscious products. *Green Marketing and Entrepreneurship* allows readers to explore the profound impact of marketing strategies on the delicate balance of nature and discover actionable green marketing methodologies that can pave the way for a more sustainable and environmentally conscious world.