

Compelling Storytelling Narratives for Sustainable Branding

Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

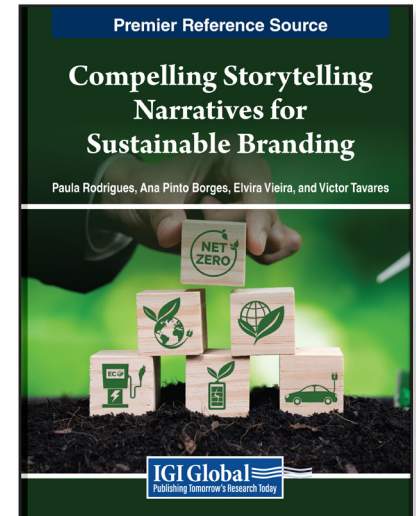
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Description:

Consumers are applying more pressure on companies to embrace sustainable practices and tell purposeful stories to win their approval. They are increasingly critical of brands for their environmental and social impact, demanding authenticity and accountability. However, many businesses need help navigating this complex terrain, unsure of how to effectively integrate sustainability into their branding strategies. The lack of comprehensive resources that bridge the gap between theory and practice in sustainable branding is a significant challenge that needs immediate attention.

Compelling Storytelling Narratives for Sustainable Branding solves this pressing problem through a collection of insightful chapters contributed by esteemed academics, researchers, and practitioners. This book offers a roadmap for businesses seeking to align their brand narratives with sustainability principles. By delving into the psychology of storytelling, analyzing successful case studies, and providing practical guidance, this compendium equips readers with the tools and strategies to integrate sustainability into their branding efforts authentically.

This book has the potential to revolutionize brand engagement by empowering businesses to craft purposeful narratives that resonate with socially conscious consumers. It serves as a comprehensive guide for marketers, entrepreneurs, and business leaders, helping them navigate the complexities of sustainable branding and leverage it as a source of competitive advantage. This book is a guiding light in the constantly evolving branding landscape. It has the potential to revolutionize sustainable business practices and redefine the crucial role of brands in society.



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Topics Covered:

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- Crisis Communication
- Cross-Cultural Perspectives
- Ephemeral Storytelling
- Ethical Considerations
- Greenwashing
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- Measuring Impact
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- Psychology of Storytelling
- Social Media
- Sustainable Storytelling

Subject: Business & Management

Classification: Edited Reference

Readership Level: Advanced-Academic Level
(Research Recommended)

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