

Environmental Awareness and the Role of Social Media

Part of the Advances in Environmental Engineering and Green Technologies Book Series

Sumit Narula (Amity University, India), Swapnil Rai (Amity University, India) and Archana Sharma (ITM University Gwalior, India)

Description:

Social media has quickly become one of the most effective tools in reaching masses of people. As environmental issues are becoming more prevalent and frequently acknowledged, social media is playing an important role in sharing various environmental problems as well as suitable solutions.

Environmental Awareness and the Role of Social Media is an essential reference source for individuals seeking to raise awareness of environmental issues through social media platforms. The book examines social media's use in disaster awareness, sustainability promotion, and marketing environmentally friendly products from an international perspective. This book is an excellent resource for environmentalists, environmental activists, scientists, public figures, policy makers, academicians, and individuals interested in research focused on the impact of social media on issues that affect the entire planet.



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Topics Covered:

- Disaster Awareness
- Ecological Problems
- Environment Friendly Products
- Environmental Marketing Communications
- Greenpeace
- Integration
- Media Communication
- Sustainable Development
- Sustainable Higher Education System

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