

Green Marketing and Environmental Responsibility in Modern Corporations

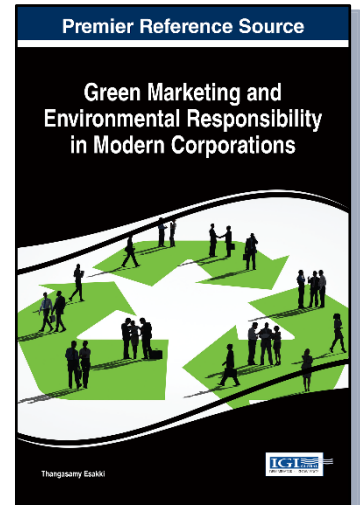
Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

Thangasamy Esakki (Nagaland University, India)

Description:

In modern society, it has become increasingly important to consumers that their products be environmentally safe. Green marketing is the most efficient way for corporations to convey that their merchandise is environmentally ethical, which in turn increases profit.

Green Marketing and Environmental Responsibility in Modern Corporations is a comprehensive resource for the latest material on the methods and techniques that contemporary industries are employing to raise awareness on sustainable products. Featuring comprehensive coverage across a range of relevant topics such as green consumption, organic food products, supply chain performance, and ecological marketing, this publication is an ideal reference source for professionals, practitioners, academics, and researchers interested in the latest material on sustainable corporate operations.



ISBN: 9781522523314

Release Date: January, 2017

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Pages: 314

Topics Covered:

- Consumer Purchasing
- Corporate Reputation
- Ecological Marketing
- Environmental Footprint
- Green Consumption
- Organic Food Products
- Supply Chain Performance
- Sustainable Marketing
- Sustainable Transportation

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