

Driving Green Consumerism Through Strategic Sustainability Marketing

Part of the Practice, Progress, and Proficiency in Sustainability Book Series

Farzana Quoquab (Universiti Teknologi Malaysia, Malaysia),
Ramayah Thurasamy (Universiti Sains Malaysia, Malaysia) and Jihad
Mohammad (Universiti Teknologi Malaysia, Malaysia)

Description:

The use of environmentally safe products is an emerging and popular trend throughout various industries. Product manufacturing and sales has changed in order to incorporate green initiatives that will appeal to this fast-growing market.

Driving Green Consumerism Through Strategic Sustainability Marketing is an essential reference source for the latest scholarly research on the latest trends of consumerism and its effect and implications on the environment. Featuring coverage on topics and perspectives such as nutricosmetic products, green marketing, and animal products, this publication is ideal for those interested in aspects of green consumerism.



ISBN: 9781522529125

Release Date: November, 2017

Copyright: 2018

Pages: 316

Topics Covered:

- Animal Products
- Developing Countries
- Green Brands
- Green Marketing
- Hospitality Industry
- Nutricosmetic Products

Hardcover: \$215.00

E-Book: \$215.00

Hardcover + E-Book: \$260.00

Order Information

Phone: 717-533-8845 x100

Toll Free: 1-866-342-6657

Fax: 717-533-8661 or 717-533-7115

Online Bookstore: www.igi-global.com

Mailing Address: 701 East Chocolate Avenue, Hershey, PA 17033, USA