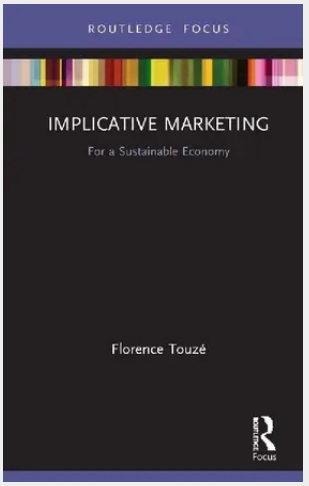
Touzé

Implicative Marketing

For a Sustainable Economy



This book is a manifesto for responsible marketing. Taking a critical look at marketing practices of the last 50 years, it explains why they have led to an ethical stalemate and sometimes even a business impasse. Exposed to such practices, consumers have grown tired of meaningless offers coupled with the destruction of value as prices are driven down. As a result, today's marketing professionals find themselves in the firing line of a combat focused on greater social responsibility and environmental sustainability. Thanks to new ways of understanding consumers and branding, this book suggests how such a challenge can be met. Through the presentation of experiences, studies and concrete cases, the reader gains a tangible, fresh perspective on marketing: a new global, responsible, creative and collaborative model that helps respect sustainable consumption. Implicative Marketing presents a paradigm shift, one that will be of considerable interest not just to academics and their students, but also to marketing practitioners.

This book is a manifesto for responsible marketing. It looks critically at the marketing practices of the last 50 years and explains why they have led to an ethical stalemate and sometimes even a business impasse.

99,50 €
99,50 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9780367445560
Medium: Buch
ISBN: 978-0-367-44556-0
Verlag: Routledge
Erscheinungstermin: 24.03.2020
Sprache(n): Englisch
Auflage: 1. Auflage 2020
Serie: Routledge Focus on Business and Management
Produktform: Gebunden
Gewicht: 237 g
Seiten: 122
Format (B x H): 145 x 222 mm

Kundenservice Verlag Dr. Otto Schmidt KG
Neumannstraße 10, 40235 Düsseldorf | kundenservice@otto-schmidt.de | 0221-93738-997 (Inland)