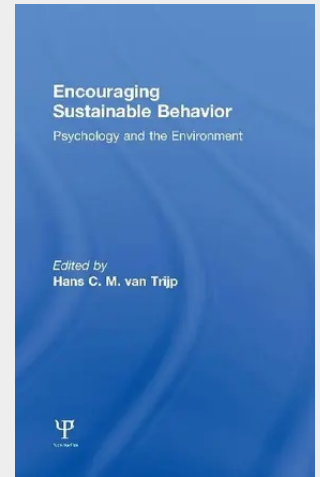


Encouraging Sustainable Behavior

Psychology and the Environment

Increasingly it is being recognized that consumer behavior may be a key trigger in the march toward sustainable development. Several lines of psychological theory and approaches have been developed relatively independently, each of which may provide major implications and action points on how consumers might be moved toward more sustainable behavior. This book is the first that brings together this variety of perspectives and theoretical angles around the common ambition of sustainable development. The contributors are all leading social scientists in the field of consumer behavior who met the challenge to sketch out their theoretical perspectives, but also to go beyond their normal theorizing and think out of the box in order to show how these theoretical perspectives might be made actionable in terms of key managerial and policy perspectives toward sustainable development. The result is a book that shows a wealth of information and approaches the question of how to encourage sustainable behavior from a myriad of divergent perspectives. This should stimulate scientists and policy-makers alike to find similarities, differences, and synergies between state-of-the-art psychological thinking about how to most effectively stimulate sustainable consumer behavior.

This book brings together a large number of divergent scientific disciplines and theoretical approaches to address and explain the multiple selves that drive the attitude-behavior discrepancy in consumer demand for sustainability.



233,30 €

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Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781848729889

Medium: Buch

ISBN: 978-1-84872-988-9

Verlag: Psychology Press

Erscheinungstermin: 07.01.2014

Sprache(n): Englisch

Auflage: 1. Auflage 2014

Produktform: Gebunden

Gewicht: 549 g

Seiten: 272

Format (B x H): 157 x 235 mm

