



Sustainable Enterprise: A Macromarketing Approach

Mark Peterson

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This book is appropriate for the following courses:

- Sustainable Enterprise
- Sustainable Business Practices
- Sustainability
- Marketing Society
- Social Marketing

Sustainable Enterprise: A Macromarketing Approach goes beyond the internal firm strategies of micromarketing and the "four Ps" to take a broader perspective focused on the interconnectedness of markets, marketing, and society. In a globalized society concerned with social and environmental sustainability, this book encourages students to think critically about the opportunities and limitations of marketing, as well as its positive and potentially negative effects. Through the presentation of key research findings and actual company cases, Peterson engages students with questions such as: *How do firms use sustainability concepts to navigate their firms in global business today? Why do markets change? How can firms conduct business profitably with the environment in mind? How can firms conduct business profitably with poor consumers in mind?* Based on the premise that firms using holistic marketing strategies are better able to assess risks and identify opportunities, this text explains how firms can approach the marketplace to benefit the company, key stakeholders, and society at large. The result is a one-of-a-kind book that successfully explores macromarketing for sustainable enterprise.

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