**About the course book (2018)**

The new course book is written by two professors in Marketing management from Germany and Wales respectively. A second edition was published in 2012 (in August)

[**Belz**](http://eu.wiley.com/WileyCDA/Section/id-302479.html?query=Frank-Martin+Belz)**, Frank-Martin &**  [**Peattie**](http://eu.wiley.com/WileyCDA/Section/id-302479.html?query=Ken+Peattie) **Ken, (2012) *Sustainability Marketing: A Global Perspective,* (2nd Ed.), John Wiley and Sons Ltd. Chichester, the UK.**

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The new and extended Second Edition of the award-winning textbook **Sustainability Marketing: A Global Perspective** provides a sustainability-oriented vision of marketing for the twenty-first century. Adopting a a consumer marketing focus, it emphasizes integrating sustainability principles into both marketing theory and the practical decision making of marketing managers.   
  
The book shows how the complexities of sustainability issues can be addressed by marketers through a systematic step-by-step approach. The steps involve an analysis of socio-environmental priorities to complement conventional consumer research; an integration of social, ethical and environmental values into marketing strategy development; a new consumer-oriented sustainability marketing mix to replace the outmoded and producer-oriented ‘4Ps’; and finally an analysis of how marketing can go beyond responding to social change to contribute to a transformation to a more sustainable society. Without taking such steps, marketing will continue to drive global crises linked to climate change, poverty, food shortages, oil depletion and species extinction, instead of helping to tackle them.

A comprehensive package of supplementary materials for this text is available at [www.wiley.com/college/belz](http://www.wiley.com/college/belz). View the authors’ blog at: [www.sustainability-marketing.com](http://www.sustainability-marketing.com)

Purchasing the book- (sliglty old information, but you can see the sources)

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