

Marketing, Morality And The Natural Environment - Andrew Crane

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Crane offers a new look a new look at marketing, and in particular the move to establish ostensibly "green" marketing. Presenting evidence from extensive case studies, covering conventional companies, social mission companies and business-NGO collaborations, these concerns are addressed through an examination of the morality at the heart of managers' and employees' understanding of the green marketing activities and processes that take place in their organizations. Author: Crane, Andrew Publisher: Routledge Illustration: N Language: ENG Title: Marketing, Morality and the Natural Environment Pages: 00000 (Encrypted PDF) On Sale: 2000-10-26 SKU-13/ISBN: 9780415213820 Category: Business & Economics : Marketing - General Category: Business & Economics : Business Ethics Category: Medical : General

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