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The answer is sustainable marketing, when the question is ...

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Martin & Schouten, Sustainable Marketing | Pearson

Here is the textbook definition of sustainable marketing, as stated in Sustainable Marketing by Diane Martin and John Schouten. "[ Sustainable marketing is the] process of creating, communicating and delivering value to customers in such a way that both natural (resources nature provides) and human (resources people provide) capital are preserved or enhanced throughout."

Ultimate Guide to Sustainable Marketing

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Sustainable marketing (Book, 2012) [WorldCat.org]

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Sustainable Marketing, Pearson New International Edition ...

Martin, Diane M., & John W. Schouten (2012) Sustainable ... Marketing Means and Ends for a Sustainable Society: A Welfare Agenda for Transformative Change. Journal of Macromarketing, 30(2): 112-126 ... Sustainable Marketing through the Natural Step. In: Varey R., Pirson M. (eds) Humanistic Marketing. Humanism in Business Series. ...

Sustainable Marketing through the Natural Step | SpringerLink

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problems, sustainable marketing is also seen as a means to influence consumer behaviour towards more sustainable consumption. Thus, the first limitation is that the author will concentrate on sustainable marketing for B-to-C in the theoretical part and will neglect B-to-B, although there are many parallels.

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