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known as green

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Sustainability marketing: a global perspective -ORCA

Conventional marketing thinking is increasingly unable to

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cope with the ecological, social and commercial realities that confront mankind. This conceptual article presents a vision of an integrated approach to 'sustainability marketing' and highlights a number of innovative ways in which this differs from the conventional marketing management mainstream.

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F.M., Riediger, ... A

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Output of emerging

market and developing

economies (EMDEs) is

expected to contract in

2020 for the first time

in at least 60 years.

The current global

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recession is also unique in that global growth forecasts have been revised down more steeply and rapidly than in any other recessions since at least 1990. The gradual nature of forecast downg...

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By Rachel Lee With
more and more
students studying

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sustainability in school, a mutual sense of responsibility has emerged from the youth to advocate for a more sustainable future. For this story, I had the opportunity to speak with three students who are studying sustainability at universities throughout the country. These individuals are exemplary of our generation's

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disposition when facing

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