

Macro Environment Factors That Affect Marketing



Macro Marketing A Social Perspective

Reed Moyer



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Macro Marketing Reed Moyer, Michael D. Hutt, 1978 *Macro Marketing* Reed Moyer, 1972-01-01 *Macro-Social Marketing Insights* Ann-Marie Kennedy, 2019-07-15

Macro social marketing is an approach to solving wicked problems. Wicked problems include obesity, environmental degradation, smoking cessation, fast fashion, gambling, and drug and alcohol abuse. As such, wicked problems are those problems that are so complex and multifaceted it is difficult to define the exact problem, its contributing factors, and paths to a solution. Increasingly, governments, NGOs, and community groups are seeking to solve these types of problems. In doing so, the issues with pursuing macro level change are beginning to emerge. Issues stem from the interconnected nature of stakeholders involved with a wicked problem where one change may create a negative ripple effect of both intended and unintended consequences. Macro social marketing then provides a holistic and systemic approach to both studying and solving wicked problems. Within the chapters of this book, macro social marketing approaches to analysing and defining wicked problems, to identifying stakeholders and potential ripple effects, and to implementing macro level change are presented. In this emerging area of academia, the theories, models, and approaches outlined in this book are cutting edge and provide a critical approach from top researchers in the area. Both practical and theoretical aspects are presented, as well as caveats on such societal and/or country wide change. A must have for social marketing academics and those interested in macro level change at a practical or theoretical level.

Macro-marketing Charles C. Slater, Phillip D. White, 1978 *The Routledge Companion to Marketing and Sustainability* Ken Peattie, Roberta De Angelis, Nicole Koenig-Lewis, Carolyn Strong, 2025-04-14

This state of the art handbook provides a comprehensive review of recent research and academic thought on the relationship between marketing and sustainability. It combines a micro marketing approach considering how to market more sustainable goods and services with a more critical perspective considering the implications of our marketing systems for the future of the planet and humankind. It also balances a traditional socio economic perspective on marketing with a physical systems perspective considering how the consequences of our consumption and production systems play out over time and space. Bringing together a range of leading international experts from more than a dozen countries, this unique collection addresses both the environmental side of the sustainability agenda through topics such as product development, packaging, and circular economy initiatives, and its social side through topics such as fair trade, marketing bottom of the pyramid initiatives, and marketing ethics. A range of key market contexts are discussed, including food, mobility, tourism, luxury consumption, and sports, along with important developments in the field around social marketing, sustainable lifestyles, new information technologies, and the need for better marketing of sustainability. Exploring how marketing can meet the challenge of the transition towards a more sustainable economy and a fairer society, this unique volume will be welcomed by researchers, students, and practitioners from a variety of fields, including marketing, business ethics, sociology, and environmental studies. Chapter 23 of this book is freely available as a

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explanations in marketing science Hunt adds a new dimension to the book however by developing arguments for the position that Resource Advantage Theory provides the foundation for a general theory of marketing and a theoretical foundation for business and marketing strategy Also new to this edition are four chapters adapted and updated from Hunt s Controversy in Marketing Theory that analyze the philosophy debates within the field including controversies with respect to scientific realism qualitative methods truth and objectivity

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