



Marketing The Ecological Crisis

George Fisk



Marketing The Ecological Crisis:

Marketing and the Ecological Crisis George Fisk, 1974 This provocative description of how consumption modifications can reduce rising environmental stresses clearly shows how marketing technology can contribute to revising lifestyles and gaining acceptance of ecological imperatives for human survival The author raises vital questions about using marketing technology as a viable alternative to coercive proposals for assuring compliance to ecological sanctions His timely explanation of the theory and practice of responsible consumption includes proposals for limiting ownership of durables and for lengthening product life Among the other topics explored are marketing as a social process and market directed resource allocation marketing as a provisioning technology product planning packaging and distribution are all discussed and programs for implementing ecological objectives and introducing ecologically benign technologies *The Ecological Crisis and the Logic of Capital* Xueming Chen, 2017-09-11 The worsening environmental crisis has become a serious threat to mankind The search for a solution to this crisis must begin by understanding its causes Taking an eco socialist perspective The Ecological Crisis and the Logic of Capital explores the logic of capitalism as a fundamental cause of today s environmental crisis in particular the thirst for profit and the capitalist mode of production By demonstrating the inherent antagonism between capital and ecology this book argues that proposals to resolve the crisis within the capitalist system are utopian that proposed remedies relying on scientific progress alternative energies low carbon technologies or the introduction of ecological ethics and new attitudes toward Nature into market mechanisms are doomed to failure without a radical overhaul of the principles that govern capitalism *Religion and Ecological Crisis* Md. Abu Sayem, 2022-09-02 Religion and Ecological Crisis delves into the complex relationship between religions and ecology presenting Christian and Islamic perspectives on ecological issues through the work of John Boswell Cobb and Seyyed Hossein Nasr It examines how faith traditions of the world see and respond to our current unprecedented climate change issues This is the first comparative study of Cobb and Nasr s eco religious understanding and explores how their prescriptions can contribute alternatively to techno scientific initiatives in environmental sustainability Taking Cobb s economism and Nasr s scientism as the key concepts for surveying the roots of the ecological crisis the book offers interdisciplinary and interreligious insights into the debates about ecological equilibrium motivational awareness in human mind and about entanglements between religion and the environment This will be an insightful resource for policy makers faith leaders and for academics working in Environmental Studies and Religious Studies *The Myth of Green Marketing* Toby M. Smith, 1998-12-15 In this groundbreaking study Toby Smith analyses the role that social myths such as green marketing play in public understanding of the environmental crisis This book introduces the concept of hegemony into environmental politics using the concept to elucidate the political economic and social alliance that sustains our belief in industrial expansionism The ecological crisis of the late twentieth century presents a challenge to the very foundations of this alliance The hegemonic system reacts to a

threat to its structure by producing social myths that provide a common sense understanding of the threat Smith examines one such social myth the contemporary phenomenon known as green marketing and how it came to reinforce rather than challenge the ethics of productivism By analysing green marketing as it relates primarily to the early 1990s corporate campaigns of companies such as McDonald s Shell Chemicals and Mobil Chemical Co Smith demonstrates how these voices weave together an understanding of green consumerism using familiar language from economic and liberal democratic discourses The Myth of Green Marketing is an original and important contribution to the field of environmental studies As the first book on green marketing it is sure to raise controversy with its unique discussion of the cultural and social aspects of environmental issues Consumer Society and Ecological Crisis Leslie M. Meier, 2022-12-15 Consumer Society and Ecological Crisis advances a critique of consumer capitalism and its role in driving environmental degradation and climate crisis placing a spotlight on how marketing and distribution activities help maintain unsustainable levels of consumption Rather than focusing on the most visible sites of promotional communication Meier examines less conspicuous facets of marketing and logistics in distinct chapters on plastic packaging e commerce and sustainability pledges in the fossil fuel sector These three main chapters each explore links between ecological crisis and consumer capitalism drawing on critical theory and Marxist thought The topics of consumer convenience speed and economic growth and the role of fossil fuels as guarantor of these logics of consumer society unite the critical analysis Situated in the field of media and communication studies and adopting an interdisciplinary approach this book will be of interest to academics researchers and students in the areas of media and communication studies cultural studies sociology geography philosophy political science and advertising

Environmental Marketing William Winston, Alma T Mintu-Wimsatt, 2013-04-03 Environmental Marketing Strategies Practice Theory and Research is a timely resource for the 1990s It examines a broad range of issues that affect environmental behavior while providing materials and guidance to marketing decisionmakers It will guide your organization toward a decidedly green marketing movement toward marketing concepts and tools that not only serve your organization s objectives but preserve and protect the environment as well Environmental Marketing clearly defines the potential roles of organizations consumers and governments and examines how these groups impact environmental factors through the marketing process The book helps you understand alternative perspectives to green marketing issues and in turn enables you to make clearer more conscious decisions toward improving your environmental marketing performance This resourceful text begins by defining the concept of environmental or green marketing and how the idea of a healthy planet and successful marketing strategies can co exist It discusses the consumer s behavior toward environmental products and how marketers can effectively educate them the guidelines involved in doing so and the consequences of failing to do so The marketer s position on environmental changes in industry is examined along with alternatives for striking a balance between marketing objectives and environmental concerns Finally the book discusses the global response to environmental marketing and where

multi national organizations belong within this balance Environmental Marketing is a book for all managers involved in decisions impacting the environment It is also of great interest to public policymakers and academics who wish for quick insight into environmental marketing issues

Sustainability Marketing Frank-Martin Belz, Ken Peattie, 2012-10-29 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 consumer marketing focus it emphasises 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 View the authors blog at www.sustainabilitymarketing.com

The Marketing Book Michael Baker, Susan Hart, 2016-04-14 The Marketing Book is everything you need to know but were afraid to ask about marketing Divided into 25 chapters each written by an expert in their field it s a crash course in marketing theory and practice From planning strategy and research through to getting the marketing mix right branding promotions and even marketing for small to medium enterprises This classic reference from renowned professors Michael Baker and Susan Hart was designed for student use especially for professionals taking their CIM qualifications Nevertheless it is also invaluable for practitioners due to its modular approach Each chapter is set out in a clean and concise way with plenty of diagrams and examples so that you don t have to dig for the information you need Much of this long awaited seventh edition contains brand new chapters and a new selection of experts to bring you bang up to date with the latest in marketing thought Also included are brand new content in direct data and digital marketing and social marketing If you re a marketing student or practitioner with a question this book should be the first place you look

The Routledge Companion to Critical Marketing Mark Tadajewski, Matthew Higgins, Janice Denegri-Knott, Rohit Varman, 2018-09-21 The Routledge Companion to Critical Marketing brings together the latest research in Critical Marketing Studies in one authoritative and convenient volume The world s leading scholars and rising stars collaborate here to provide a survey of this lively subdiscipline In doing so they demonstrate how a critical approach yields an enriched understanding of marketing theory and practice its role in society and its relationship with consumers themselves It is the first attempt to capture the state of Critical Marketing research in many years As such this seminal work is unmissable for scholars and students of marketing and consumer research as well as those

exploring sociology media studies anthropology and consumption scholarship more generally *Reassessing the Relationship between Marketing and Public Relations* Lisa Dühring, 2017-04-24 Lisa Dühring reconstructs the relationship between public relations and marketing research on a metatheoretical level. She presents a concise systematization of the theoretical discourse in both disciplines since the beginning of the twentieth century by differentiating key phases of development and evaluating current research approaches. This study argues for a stronger connection of both disciplines and a better profiling within the mother disciplines of communication and business studies by fostering critical and interpretative approaches. This book is strongly recommended to everybody interested in the history and epistemology of marketing and public relations theory and the relationship between both fields **Handbook on Ethics and Marketing** Alexander Nill, 2015-06-29 Exploring both the theoretical and the applied aspects of the role ethics plays in marketing, this Handbook analyzes key issues in order to advance our understanding and provide an overview of the state of the art in this vital field.

The Oxford Handbook of Business and the Natural Environment Pratima Bansal, Andrew J. Hoffman, 2012 This Handbook discusses the main issues, research and theory on business and the natural environment and how they impact on different business functions and disciplines *International Political Economy* Raymond C. Miller, 2018-03-13 The second edition of *International Political Economy* continues to be the perfect short introduction to the fundamental theories and issues of international political economy (IPE). Written in a concise, accessible style by an experienced teacher and scholar, it combines theoretical perspectives, real-world examples, and comparative policy analysis. The text offers students an in-depth, balanced understanding of the contrasting core perspectives in IPE, allowing them to critically evaluate and independently analyze major political-economic events. Having emerged from both the classical and modern schools of political economy, the book's unique structure is organized around the threefold world-view classification of IPE that the author labels as free market, institutionalist, and Marxist. The book compares, contrasts, and critiques the different approaches in the context of major global issues such as financial crises, free vs. fair trade, ecological degradation, growing inequality, gender, globalization, and multinational corporations. It explains key economic concepts such as financial markets, banking systems, monetary policy, foreign exchange, Keynesian economics, fiscal policy, comparative advantage, value theory, money, role of corporations, and ecological economics, as well as their relationship to political concepts such as international regimes and governance. Contains 30 original figures and tables, review questions at the end of each chapter, and a detailed glossary to enhance student learning. Responds to the call from eminent IPE specialists Robert Keohane and Benjamin Cohen for textbooks that take a pluralistic approach. This thoroughly updated second edition is essential reading for students of international political economy, economics, political science, and global governance *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 downloadable Open Access PDF at <http://www.taylorfrancis.com> under a Creative Commons Attribution CC BY 4.0 license

Encyclopedia of Sustainable Management Samuel Idowu, René Schmidpeter, Nicholas Capaldi, Liangrong Zu, Mara Del Baldo, Rute Abreu, 2023-11-21 This encyclopedia is the most comprehensive and up to date source of reference for sustainability in business and management It covers both traditional and emerging concepts and terms and is fully international in its scope More than 700 contributions of internationally renowned experts provide a definitive access to the knowledge in the area of sustainable and responsible management All actors in the field will find reliable and up to date definitions and explanations of the key terms and concepts of management in this reference work The Encyclopedia of Sustainable Management represents all aspects of management and business conduct It takes sustainability as a management concept that gives due credit to the complexity and diverging constraints in which businesses and corporations act today and it emphasizes and focuses approaches that help ensure that today's management decisions and actions will be the basis for tomorrow's prosperity

Globalization and Responsibility Zlatan Delic, 2012-06-29 The book Globalization and Responsibility consists of 8 chapters The chapters in the book offer a decentered and dynamic terminology They show that globalization consists of not only an objective process but also of a lot of statements that define describe and analyze the different experiences of the process The chapters are written by authors and researchers from different academic disciplines cultures and social contexts therefore different experiences and scientific analyses on the consequences of globalization have been unified starting from the multicultural and social epistemology to ethics of responsibility Each chapter can be read separately but in a complex interconnected global universe of intertextuality of our world

Marketing Graffiti Michael Saren, 2013-05-13 Rejecting the managerially driven structures normally imposed on the subject Saren explains marketing

from the perspective of the pivotal figure in the process the consumer He addresses readers as active consumers and producers of marketing and therefore already well equipped to appreciate the rationale and practice behind the process Critically examining the wide range of products businesses technologies information services ads packaging and branding Saren utilizes everyday images and phenomena to draw out the conceptual foundations of marketing in its social and cultural context that we all experience By taking this alternative approach linking the abstract concepts to the everyday world the reader already knows Marketing Graffiti explains marketing as consumers experience it as active participants in it reflecting the variety in the bricolage subject that is marketing

The Value of a Whale Adrienne Buller, 2022-07-26 Public understanding of and outcry over the dire state of the climate and environment is greater than ever before Parties across the political spectrum claim to be climate leaders and overt denial is on the way out Yet when it comes to slowing the course of the climate and nature crises despite a growing number of pledges policies and summits little ever seems to change Nature is being destroyed at an unprecedented rate We remain on course for a catastrophic 3 C of warming What's holding us back In this searing and insightful critique Adrienne Buller examines the fatal biases that have shaped the response of our governing institutions to climate and environmental breakdown and asks are the solutions being proposed really solutions Tracing the intricate connections between financial power economic injustice and ecological crisis she exposes the myopic economism and market centric thinking presently undermining a future where all life can flourish The book examines what is wrong with mainstream climate and environmental governance from carbon pricing and offset markets to green growth the commodification of nature and the growing influence of the finance industry on environmental policy In doing so it exposes the self defeating logic of a response to these challenges based on creating new opportunities for profit and a refusal to grapple with the inequalities and injustices that have created them Both honest and optimistic The Value of a Whale asks us in the face of crisis what we really value

EBOOK: Principles and Practice of Marketing JOBBER, DAVID/E, 2016-03-16

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