



# Green Marketing Management

By Robert Dahlstrom

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## Green Marketing Management By Robert Dahlstrom

GREEN MARKETING MANAGEMENT helps individuals make informed decisions about choices that impact the environment. This insightful new book provides a thorough introduction to the emerging field of green marketing management, including a useful exploration of the integral relationships among marketing strategy and action, macroeconomic sectors, and the environment. In addition to providing a detailed look at many green strategies, from environmentally friendly supply chains to the environmental implications of product creation, the book reviews the evolution of marketing and devotes considerable attention to the conditions for potential consumers to act in an ecologically responsible manner.

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