

Green Marketing Issues And Challenges

peer reviewed title: an introduction to green marketing ... - an introduction to green marketing
michael jay polonsky department of management, university of newcastle, newcastle nsw 2308,
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sustainable development according to the world commission on environmental development (1978),
sustainable development

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world marketing is more than simply advertising or selling a product; it involves developing and
managing a product that will satisfy customer needs.

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international journal of managing value and supply chains ... - international journal of managing
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