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Social Responsibility and Ethics: Sustainable Marketing Chapter 4 Objectives 1 Define sustainable marketing and discuss its importance. 2 Identify the major social criticisms of marketing. 3 Define consumerism and environmentalism and explain how they affect marketing strategies. 4 Describe the principles of sustainable marketing.

### **Social Responsibility and Ethics: Sustainable Marketing**

Sustainability Marketing A Global Perspective Frank-Martin Belz and Ken Peattie WILEY A John Wiley and Sons, Ltd, Publication. Contents Preface xi PART I Understanding Sustainability and Marketing 1 1 Marketing in the TWenty-First Century 3 A Very Short History of the World 5 The Twentieth Century - The Century that Transformed the World 6 ...

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