

good context, such as social marketing and sustainability marketing) in internet marketing related to e-buying behavior and e-WOM. In addition, it illustrates the various types of existing marketing practices that are relevant from both theoretical and practical points of view in this electronic era, as well as discussing other non-electronic marketing practices and focusing on consumer buying behavior. As a result, marketing managers can treat their customers according to their desired value. This book particularly explores the possibilities and advantages created by social marketing and sustainability marketing through the presentation of thorough review articles and case studies. This case book helps corporate training centers and universities with compact teaching reference materials in their relevant courses.

When to Embrace Sustainability in a Business (and When Not To)

Tourism and Hospitality Marketing

Business and Environmental Sustainability

Sustainability

Sustainability Marketing

Greener Marketing

Sustainability Marketing: A Global Perspective John Wiley & Sons Incorporated

Sustainability Marketing: New directions and practices explores how a customer's desire for sustainable products can form a part of new marketing strategies. Sustainability Marketing provides solutions to scholars, marketers and decision makers aiming to gain an advantage in businesses where sustainability is increasingly prioritised.

Wetlands - swamp, marsh, bayou, tundra and bog - are places that are rarely visited and often misunderstood but they have, in fact, conspicuous roles in the physical, biological and cultural geography of the world. They are intrinsically beautiful environments where one may see the natural and essential values in the interaction of water, soil, vegetation, wildlife, and humans. Wetlands occur at the confluence of unique terrestrial, hydrological and climatic conditions that give rise to some of the most biodiverse regions of the world. They also play vital roles in the cycling and storage of key nutrients, materials and energy through the Earth's system. A complete study of wetland environments requires the assessment of their physical and biological attributes, properties and functions of these ecosystems, and the economic, political and social aspects that mediate their use globally. A systems approach is taken throughout this book which emphasizes the interactions between these elements of wetland ecosystems. Moreover, selected case studies from across the world are used to illustrate wetland characteristics and circumstances. This book is intended to foster a greater awareness and appreciation of wetlands, promote a culture of conservation and wise management, and spread the knowledge that wetlands are important, indeed crucial, elements of the global environment. Our attempts to understand, manage and enhance wetlands in the twenty-first century are part of the larger effort to maintain a sustainable Earth. Readership: Introductory or intermediate level undergraduates taking courses on wetland environments. Additional resources for this book can be found at: <http://www.wiley.com/go/aber/wetland> www.wiley.com/go/aber/wetland/a.

Cause-Related Marketing