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With chapters written by experts in their field, this volume advances the understanding of theory and successful practice of marketing and promoting environmental sustainability. Some experts predict that the next big trend in business will involve the green economy. Yet, communicating sustainability to consumers provides a set of challenges for marketers that do not necessarily follow all the rules of other types of marketing communication. In many ways the concept of sustainability challenges the core ideals of promoting consumption. Accordingly, this book identifies for researchers and practitioners the barriers that keep customers from engaging in environmentally sustainable consumption and find ways to overcome those barriers. The book includes topics such corporate advertising strategy related to sustainability, corporate social responsibility advertising, greenwashing, advertising related to values, persuasion and persuasion knowledge in sustainability marketing, social media and sustainability, and advertising and public policy.

The Ideas of Michael Porter

Harvard professor, Michael Porter has been one of the most influential figures in strategic management research over the last three decades. He infused a rigorous theoretical framework of industrial organization economics with the then still embryonic field of strategic management and elevated it to its current status as an academic discipline. Porter's outstanding career is also characterized by its cross-disciplinary nature. Following his most important work on strategic management, he then made a leap to the policy side and dealt with a completely different set of analytical units. More recently he has made a foray into inner city development, environmental regulations, and health care services. Throughout these explorations Porter has maintained his integrative approach, seeking a road that links management case studies and the general model building of mainstream economics. With expert contributors from a range of disciplines including strategic management, economic development, economic geography, and planning, this book assesses the contribution Michael Porter has made to these respective disciplines. It clarifies the sources of tension and controversy relating to all the major strands of Porter's work, and provides academics, students, and practitioners with a critical guide for the application of Porter's models. The book highlights that while many of the criticisms of Porter's ideas are valid, they are almost an inevitable outcome for a scholar who has sought to build bridges across wide disciplinary valleys. His work has provided others with a set of frameworks to explore in more depth the nature of competition, competitive advantage, and clusters from a range of vantage points.

Comprehensive English Grammar & Composition

Stephen Pople, one of today's most respected science authors, has created a totally new physics book to prepare students for examinations. Complete Physics covers all syllabuses due to a unique combination of Core Pages and Further Topics. Each chapter contains core material valid for all syllabuses. Further Topics at the end can be selected to provide the right mix of pages for the syllabus you are teaching. Key Points: · Totally new book constructed from an analysis of all GCSE Physics syllabuses including IGCSE, CXC, and O'Level · Sets the traditional principles of physics in a modern and global perspective and uses illustrations with a worldwide context · Extra topics to give a truly rounded curriculum · Double-page spread format · Ideal for those students intending to take physics to a more advanced level

Construction Science and Materials

This is the must have book for success in competitive exams. The comprehensive English grammar and composition is very good book for thorough preparation for the competitive exams. The book covers the entire syllabus for gaining clear concepts in English grammar practice and has many exercises and detailed explanation. The book is very nice and explanation is very simple and good. The book is very helpful for the beginners also since it gives detailed explanations of the different concepts of English grammar.

The comprehensive English grammar

Construction science and materials deals with the designing, planning and construction of buildings, roads, canals, tunnels etc. It is important to select the right materials to be used in specific constructions as the strength and endurance of the built structure depends on it. Advancements in the field of technology have resulted in scientifically engineered materials that are used primarily for construction. The field of engineering concerned with construction science and materials is known as civil engineering. This book discusses the fundamentals as well as modern approaches of construction science. A number of latest researches have been included to keep the readers up-to-date with the global concepts in this area of study.

Competition, Competitive Advantage, and Clusters

The comprehensive English grammar Complete Physics Oxford University Press, USA
Complete Physics