

Book review

Sustainability Marketing - a Global Perspective: a book review

***Sustainability Marketing - A Global Perspective*, Frank-Martin Belz, Ken Peattie, 2nd ed. Wiley, Chichester, West Sussex (2012). p. 336, ISBN 978-1-119-96619-7 (paperback).**

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Several challenges facing present societies such as climate change, reduced biodiversity, environmental pollution and resource depletion require a shift towards more sustainable consumption (Brown et al., 2011). These developments led to the implementation of more efficient and environmentally sound production methods, a reduction of the environmental impact caused by logistics and launches of diverse eco-friendly products (e.g., Crabbe' et al., 2013; McKinnon, 2012). Nevertheless, these efforts will not succeed if consumers' purchase behaviour does not consider these issues. To achieve consumer awareness and an increasing market share of green products, sustainability marketing becomes crucial.

The textbook *Sustainability Marketing e A Global Perspective* (2nd ed.) provides an overview of different aspects of sustainability marketing from a consumer perspective. The second edition extends the previous one by emphasising global issues related to green marketing. To accomplish this extension, several international case studies and examples have been included. The textbook consists of five parts subdivided into twelve chapters. Part I illustrates the relevance and development of sustainability marketing and introduces basic concepts. Six elements forming the managerial approach of sustainability marketing are presented that provide the structure for the following chapters. Based on a discussion of socio-ecological problems and on evaluation of environmental impacts over a product's life cycle by using a life cycle assessment, Part II addresses sustainable consumer behaviour. It highlights the variety of factors driving green purchase behaviour, which must be differentiated by different consumer types. Part III develops a deeper understanding by referring to marketing standards and strategies. Thus, this part explains the differences between sustainable and conventional marketing, the aims of sustainability marketing

and strategies for their realisation such as innovation. Part IV shows how to implement sustainability within the marketing mix. The four elements of the marketing mix are addressed in separate chapters. An outlook is given in Part V, which discusses future developments of markets, politics and society overall in relation to sustainability marketing. The textbook concludes with a summarising consideration of the central aspects contributing to a more sustainable world.

All of the chapters are structured in a similar way. Each chapter starts with an abstract and learning objectives and ends with a list of key terms, questions that allow the learning process to be monitored and references that are valuable for further reading. Although the textbook can be read in its entirety, chapters also can be read individually.

Because the book begins with an introduction into basic topics and concepts, it is suited for people who are not experts in marketing and sustainability. Due to the information depth, the book also provides interesting insights for readers with previous knowledge. Hence, the textbook can serve as a teaching basis, both for undergraduate and graduate students. It is a promising base for the development of marketing lectures and modules which focus on sustainability by providing an elaborated structure, discussion questions and case studies. Additionally, students may monitor their learning process by answering the review questions given in the end of each chapter. The suitability for applying it in these contexts is demonstrated by the fact that the textbook was selected as the winner of the German Academic Association for Business Research (VHB) 'Best Textbook of the Year 2010'.

Although the target audiences are students from various disciplines, the book is also recommended for practitioners and for other readers who are interested in sustainability marketing. It shows how consumers' growing concerns about sustainable consumption can be addressed and how an organisation's sustainability efforts to achieve competitive advantage can be communicated. Subsequent editions may also benefit from including information about sustainability in Business-to-Business marketing as the textbook's main focus is on Business-to-Consumer marketing.

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