

Dynamics of competitive advantage and consumer perception in social marketing

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20395744&lokasi=lokal>

Abstrak

"This book explores important social issues that call for reform such as health care, self-perceptions, and corporate responsibilities to the environment, giving readers a guide to understanding and appreciation behind social marketing and how it can be used to positively alter social conscience and create social change"--Provided by publisher.