

## Dealing with Socially Responsible Consumers: Studies in Marketing

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920567935&lokasi=lokal>

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### Abstrak

This book contains a collection of teaching cases that study and emphasise how twenty-first-century businesses address and satisfy the needs and wants of socially conscious consumers while remaining profitable. This book explores the practise of marketing for societal benefit through real-life case studies. It provides a critical understanding of marketing approaches such as social marketing, sustainability marketing, and other practises of a similar nature. This book is made up of both long and short real-life cases from various industries, with varying degrees of difficulty.