



Communicating Sustainability for the Green Economy

Lynn R Kahle, Eda Gurel-Atay

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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.

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