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Many marketing companies, including some of the world's largest and most successful (e.g., Walmart, Nike, and Interface Carpets), have undertaken the serious task of becoming more environmentally neutral and more socially responsible. In moving to more sustainable models, these companies have not compromised their economic futures.

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problems, sustainable marketing is also seen as a means to influence consumer behaviour

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towards more sustainable consumption. Thus, the first limitation is that the author will concentrate on sustainable marketing for B-to-C in the theoretical part and will neglect B-to-B, although there are many parallels.

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A lasting approach to marketing. As the engine that drives the global economy, marketing leaves an enormous footprint on the environment and society. To help readers make a lasting impression in their marketing efforts, Martin/Schouten provides the concepts behind valuable—and

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