

Chapter 6

Evolution and Future of the Marketing and Sustainability Linkage: Towards a Civil Marketing Approach

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ABSTRACT

The pairing of sustainability and marketing has been around for several decades and has opened new standards in management and marketing. The main objective of this chapter is trifold: First, to shed some light on the distinctions between sustainability marketing and analogous terms; second, to review some of the criticisms that have arisen (i.e., greenwashing or green marketing myopia); finally, the authors offer a broader term for the marketing and sustainability link. The chapter will review the evolution of these concepts and present future directions of the sustainability and marketing linkage. Taking as a starting point theories that propose a new relationship between society and companies (civil economy, corporate citizenship) and the new paradigm of marketing, the authors also put forth a wholesome concept: civic marketing. This concept balances the two objectives expected in a marketing approach: positive business results and customer satisfaction in a sustainable economy.

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