

The Sustainable Marketing Concept in European SMEs

Insights from the Food & Drink Industry

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About the Book

The food and drink sector represents Europe's largest manufacturing industry, its largest employer and is a major player in the global economy. It also has one of the greatest environmental impacts. In order to maintain competitive advantage, SMEs need to address their environmental impact and integrate sustainability into their marketing strategies and operations.

The Sustainable Marketing Concept in European SMEs: Insights from the Food & Drink Industry brings together contributions from leading scholars to provide new knowledge and applications for the implementation of sustainable marketing orientation and sustainable marketing mix tools in SMEs operating in the industry. It will be the first publication focussing on the scope of sustainable marketing applications by SMEs providing comparison, data analysis and insights from Western Europe and Central - Eastern Europe.

The book is a result of an international cooperation undertaken by leading researchers from Poland, Croatia, the UK, Russia, Germany and Spain, all with many years of experience in issues related to marketing and sustainability.



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