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Turning Consumers Green: From Green Marketing Myopia To Our 2020 Vision Edwin R. Stafford And Antje R.H. Graul Abstract ... May 1th, 2024.

Conventional Marketing V/s Green Marketing: Myth And Reality Of The Enterprise.” Stanton And Futrell 1987, (fundamentals Of Marketing) Define Marketing As “all Activities Designed To Generate And Facilitate Any Exchange Intended To Satisfy Human Needs And Wants.” In The Word Of Jon Jantsch, “Marketing Is Getting Someone Who Has A Need To Know, Like And Feb 2th, 2024
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