

Products for Conscious Consumers

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Products for Conscious Consumers: Developing, Marketing and Selling Ethical Products

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United Kingdom – North America – Japan – India – Malaysia – China

Emerald Publishing Limited
Howard House, Wagon Lane, Bingley BD16 1WA, UK

First edition 2022

Editorial matter and selection © 2022 Kemi Ogunyemi and Vanessa Bursal.
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British Library Cataloguing in Publication Data

A catalogue record for this book is available from the British Library

ISBN: 978-1-80262-838-8 (Print)

ISBN: 978-1-80262-837-1 (Online)

ISBN: 978-1-80262-839-5 (Epub)



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Certificate Number 1985
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*To our students and programme participants at Lagos Business School,
past, present, and future*

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Foreword

Many industries have been hard hit by the shifts in consumer demand for health, hygiene and tech products due to the COVID crisis of 2020 and 2021 and so they are re-strategising for a post-pandemic future. There is no better time to transform the workplace and step up our levels of responsibility and sustainability. Driven by bottom-line imperatives and distracted by the need to sell and keep selling more products and services, we have not always taken into account the impact on the planet of marketing actions, nor the impact of marketing decisions on people/society.

Sanitising an industry, especially from the unique point of view of the marketing function, requires re-thinking to a great degree. Hence it is wonderful to see this fresh new book on ethical marketing.

This book is an important resource for all business educators and leaders of industry, to spur them on to that necessary re-thinking. In fact, this book should become essential reading for all management students. It includes many practical examples of how things can be done better so that both responsible businesses and conscious consumers are able to impact the world for the better. At times, all it takes is a nudge and a boost to help us raise our standards and demand better behaviour from ourselves and from others. This book provides a nudge and a boost.

Both individual and corporate actions and decisions can lead towards a better world in general, and to greater human flourishing for all stakeholders, when we do 'green' business, and the marketing function is the lynchpin to achieve this.

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