



Sustainable marketing management - Functional thinking, marketing vs. the environment & sustainable strategies

By Niklas Kürten

GRIN Verlag Nov 2007, 2007. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2006 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,7, Göteborg University, 48 entries in the bibliography, language: English, abstract: The aim of this essay is to describe and to discuss the implications of a functional orientation on product development and market communication. Therefore firstly, the definition as well as the reasons of the need of the implementation of functional orientation are shown. Secondly, the consequences and dangers of this approach on product development and market communication are presented and discussed. Further, the goal of the second part is to work out and describe the concepts of dematerialisation as well as functional orientation from a sustainable perspective. Therefore, the term 'dematerialisation' is defined and a brief general overview about the current situation is given. Secondly, this approach as well as the approach of functional orientation will be presented and discussed out of a sustainable perspective. Finally, the aim of the last elaboration is to work out the paradoxes between the theoretical approach of marketing, namely...



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