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# Communicating Sustainability for the Green Economy

*Lynn R Kahle, Eda Gurel-Atay*

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**LYNN R. KAHLE AND EDA GUREL-ATAY, EDITORS**

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**Lynn R Kahle, Eda Gurel-Atay : Communicating Sustainability for the Green Economy** before purchasing it in order to gage whether or not it would be worth my time, and all praised Communicating Sustainability for the Green Economy:

0 of 0 people found the following review helpful. A must read for anyone concerned about messaging and the environment  
By Lenore French  
The published results of a 2011 conference themed on the subject of the challenges and benefits of communicating sustainability to consumers. The chapters are carefully researched and organized for a thorough analysis of all facets of the subject -- from defining "sustainability" as it relates to consumers, to the current

consumer marketing environment to ideas for immediate and future action. This book will assist both academics and professionals in their search for ways to expand consumer acceptance of sustainability.

With chapters written by experts in their field, this volume advances the understanding of theory and successful practice of marketing and promoting environmental sustainability. Some experts predict that the next big trend in business will involve the green economy. Yet, communicating sustainability to consumers provides a set of challenges for marketers that do not necessarily follow all the rules of other types of marketing communication. In many ways the concept of sustainability challenges the core ideals of promoting consumption. Accordingly, this book identifies for researchers and practitioners the barriers that keep customers from engaging in environmentally sustainable consumption and find ways to overcome those barriers. The book includes topics such corporate advertising strategy related to sustainability, corporate social responsibility advertising, greenwashing, advertising related to values, persuasion and persuasion knowledge in sustainability marketing, social media and sustainability, and advertising and public policy.

"Communicating Sustainability for the Green Economy provides fundamental and advanced insights into the psychology of 'green' consumption and establishes the link between consumer psychology and marketing communication. The book is a captivating study of the dynamic reasons behind our perceptions, emotions, cognitions, and behaviors. The authors' lens of analysis equips scholars, marketing professionals and policy makers with useful background information as well as detailed case knowledge to better understand why consumers feel, think, and behave the way they do when sustainability is at a stake." --Ulrich R. Orth, Christian-Albrechts-Universitat, Germany (Editor, International Journal of Wine Business Research)"This book provides great insight into the values and motivations that spur people to environmental consumer action. It is a must-read for any company, government or NGO that is serious about effecting change in the realm of sustainability. Professors Kahle and Gurel-Atay have gathered together a superb international team of contributors. The research presented is especially relevant and useful for the global market place and also specific enough for regional application." --Jan D. Stensland, Inside Matters, Berkeley, CA"Communicating Sustainability for the Green Economy is rich in psychological, sociological, communication, and marketing insights about environmental sustainability. It's the first comprehensive volume to provide substantial contributions to the literature on the issue of sustainability, and it offers a comprehensive scope from theoretical and conceptual frameworks to applications." --Chung-Hyun Kim, Dean, School of Communication, Sogang University, South KoreaAbout the AuthorLynn R. Kahle, University of Oregon, USAEda Gurel-Atay, University of Puget Sound, USA