



## Marketing Strategy: Challenges and Initiatives in the Emerging Green Marketing Environment

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### Message from the Guest Editors

Dear Colleagues,

The contribution of marketing for sustainability in translating the organizational objectives and plans into a viable sustainability marketing strategy reflects market place realities (strategy maps the 'how' of organizational planning). However, a dynamic market environment requires dynamic marketing strategies. What does a turbulent and disruptive sustainable market transformation mean in terms of strategy development and actions? Currently, there appear to be uncertainties and a lack of evidence-based clarity regarding the actions that can identify the experience on how to approach this new market environment.

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