



Advertising and Sustainable Development

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Message from the Collection Editors

Dear Colleagues,

Suggested topics include, but are not limited to:

1. The use and the effectiveness of green advertising.
2. Cross-cultural differences in demand for green advertising.
3. Sustainable marketing and social media communications.
4. Digital marketing and sustainability.
5. Sustainable advertising media.
6. Advertising strategies for green brands.
7. Advertising strategies for sustainable tourism destinations.
8. Advertising of products originating from sustainable tourism destinations.
9. The use and the effectiveness of eco-labels in advertising.
10. Sustainable advertising materials (e.g., PVC-free and recycled banners, gifts, flyers, and billboards).
11. Sustainable packaging materials (e.g., ecologically friendly packaging supplies, practices, and design).
12. Green brands and sustainability branding.





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Message from the Editor-in-Chief

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