



Sustainable Marketing and Strategy

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Message from the Guest Editors

Sustainable Marketing and Strategy is the theme of this Special Issue of *Sustainability* (MDPI). In the literature, we have seen growing evidence of how sustainability efforts are increasingly bringing significant benefits to enterprises. That the sustainability theme may be seen simply as a marketing tactic has also been debated. Surely it does make strategic and marketing sense to be nice to the community, above what is required by law. Doing so, in sincere and planned efforts, will reap better returns in the age of the informed consumer. Greenwashing must be avoided at all costs, as firms will be punished for not being authentic in their social responsibility efforts. We are thus eager to receive your manuscripts along these and other topics, as the debate on climate change and about the United Nations Sustainable Development Goals in general, have had the attention of the general public for some time now.





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Message from the Editor-in-Chief

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