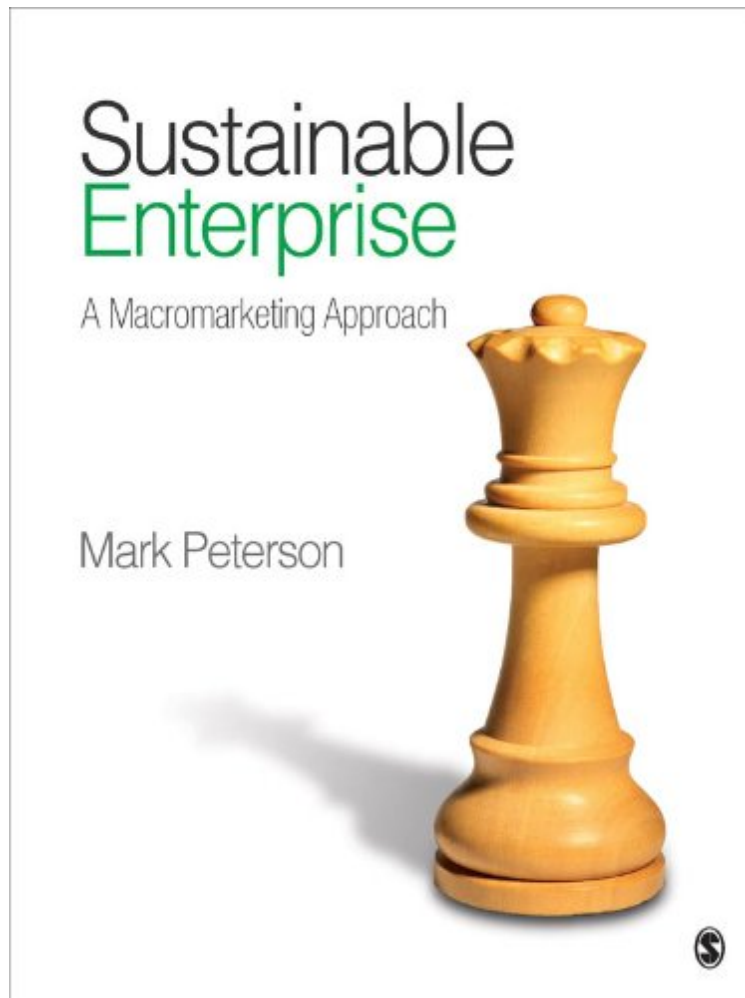


## Sustainable Enterprise: A Macromarketing Approach

Mark Peterson

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**Mark Peterson : Sustainable Enterprise: A Macromarketing Approach** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Sustainable Enterprise: A Macromarketing Approach:

0 of 0 people found the following review helpful. Not what I was thinking, but the content spurred thought into context. By Lailoni Kusumoto Read, then re-read without your first ideas clustering your understanding. Just a suggestion, I kept putting words on the page the first time through. Nice big picture ideas of how our government and society motivate change for good, sometimes without understanding they are doing it. A Good start for further research. 0 of 1 people found the following review helpful. This Book is Spot-on By Clifford J. Shultz, II Peterson's "Sustainable Enterprise: A Macromarketing Approach" is a welcome contribution that fills a huge gap in the literature. Rather than join the list of policy wonks and cynics that criticize business, markets and marketers, Peterson makes several cogent arguments as to why business and marketing must be vanguards to ensure sustainability and societal well-being. His macromarketing approach - understanding the interplay of marketing and society, and focusing on all

stakeholders within a marketing system- is refreshing and, more importantly, useful. From his coining of the acronym "QUEENSHIP," to the thoughtful discussion of relevant underlying issues, and to the clear examples of cases and the mavericks actually driving sustainability, Peterson has written what may prove to be an indispensable addition to the library of any scholar who teaches or does research on sustainable enterprise, and to any business leader that wishes to form, manage or lead one. Clifford J. Shultz, II, Ph.D. of 1 people found the following review helpful. Sustainable Enterprise By M. Joseph Sirgy I taught a course called Marketing, Society, and the Public Interest during the Fall of 2012 at Virginia Tech, and I used Peterson's book as required textbook for the course. The book was very well-received by the students. Students found it not only informative and educational but also entertaining, exciting, and inspiring. This book teaches students how to approach any business enterprise (including social enterprise) with a macromarketing perspective--a perspective that guides management to think about the "big picture" in making micro-level decisions. An excellent book not only for college students and professors teaching business and society courses at both undergraduate and graduate levels but also business and social entrepreneurs in both public and private sectors. I will certainly use the book again when I teach the same course this coming semester. Joe Sirgy, Professor of Marketing, Virginia Tech

This book is appropriate for the following courses: Sustainable Enterprise Sustainable Business Practices Sustainability Marketing Society Social Marketing Sustainable Enterprise: A Macromarketing Approach goes beyond the internal firm strategies of micromarketing and the "four Ps" to take a broader perspective focused on the interconnectedness of markets, marketing, and society. In a globalized society concerned with social and environmental sustainability, this book encourages students to think critically about the opportunities and limitations of marketing, as well as its positive and potentially negative effects. Through the presentation of key research findings and actual company cases, Peterson engages students with questions such as: How do firms use sustainability concepts to navigate their firms in global business today? Why do markets change? How can firms conduct business profitably with the environment in mind? How can firms conduct business profitably with poor consumers in mind? Based on the premise that firms using holistic marketing strategies are better able to assess risks and identify opportunities, this text explains how firms can approach the marketplace to benefit the company, key stakeholders, and society at large. The result is a one-of-a-kind book that successfully explores macromarketing for sustainable enterprise.

A major strength of the book is that it successfully ties sustainability to the success of enterprises, and thereby, to the potential success of students in the marketplace. In my view, the focus on sustainable enterprise is effective.--Shelby D. Hunt (06/22/2012) Macromarketing deals with the biggest and most important questions facing business and marketing. For the past couple of decades, there has been a drift away from these seminal concerns. Mark Peterson's path breaking book nudges marketers back in the right direction by connecting macro analysis with visionary leadership and successful entrepreneurship.--Gene R. Lacznia (06/22/2012) "...Dr. Mark Peterson's book, Sustainable Enterprise: A Macromarketing Approach is a timely addition to the emerging, inter-disciplinary body of literature on sustainability. The macromarketing approach of the book augurs well with the triple bottom line orientation (people, planet and profit) that is being embraced [by] a growing number of organizations worldwide. Through its contributions to marketing education, marketing practice, and research in marketing, the book has the potential to shape future marketing thought."--Rajan Varadarajan (10/22/2012) "Enjoyable and inspiring! The book provides a refreshing, positive perspective on marketing's role in sustainable business. Mark Peterson does a great job of connecting academic frameworks with business practice, and peppers the book with timely examples of the significant progress that enterprises are making toward achieving sustainability. The macromarketing perspective separates this book from others and facilitates the connection between day-to-day marketing decision making and the big picture of how we can be a part of making business better."--Ken Manning (10/22/2012) "...Dr. Mark Peterson's book, Sustainable Enterprise: A Macromarketing Approach is a timely addition to the emerging, inter-disciplinary body of literature on sustainability. The macromarketing approach of the book augurs well with the triple bottom line orientation (people, planet and profit) that is being embraced [by] a growing number of organizations worldwide. Through its contributions to marketing education, marketing practice, and research in marketing, the book has the potential to shape future marketing thought."--Rajan Varadarajan (10/22/2012) "The critical and developmental modes of macromarketing thought have in common their opposition to the managerialist perspective. It is this position that Sustainable Enterprise: A Macromarketing Approach argues against by advocating a middle ground between the managerialist and critical perspectives. The middle ground advocated in the book asserts that firms have a social responsibility, but gives preference to entrepreneurial solutions over an explicit call for government intervention.--Alexander E. Reppel (06/22/2012) "...Dr. Mark Peterson's book, Sustainable Enterprise: A Macromarketing Approach is a timely addition to the emerging, inter-disciplinary body of literature on sustainability. The macromarketing approach of the book augurs well with the triple bottom line orientation (people, planet and profit) that is being embraced [by] a growing number of organizations worldwide. Through its contributions to marketing education, marketing practice, and research in marketing, the book has the potential to shape future marketing thought."--Rajan Varadarajan (10/22/2012) "...Dr. Mark

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The macromarketing perspective separates this book from others and facilitates the connection between day-to-day marketing decision making and the big picture of how we can be a part of making business better.--Ken Manning (10/22/2012)Great book! Just finished the last chapter and I must say I am most impressed. The scope is truly overwhelming and any reader will learn a great deal. Lots of interesting illustrations and the references are remarkably recent.--Stanley J. Shapiro"Simon Fraser University" (06/22/2012) A major strength of the book is that it successfully ties sustainability to the success of enterprises, and thereby, to the potential success of students in the marketplace. In my view, the focus on sustainable enterprise is effective. (Shelby D. Hunt 2012-06-22)Macromarketing deals with the biggest and most important questions facing business and marketing. For the past couple of decades, there has been a drift away from these seminal concerns. 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Shapiro Simon Fraser University 2012-06-22)...Dr. Mark Peterson's book, *Sustainable Enterprise: A Macromarketing Approach* is a timely addition to the emerging, inter-disciplinary body of literature on sustainability. The macromarketing approach of the book augurs well with the triple bottom line orientation (people, planet and profit) that's being embraced [by] a growing number of organizations worldwide. Through its contributions to marketing education, marketing practice, and research in marketing, the book has the potential to shape future marketing thought. (Rajan Varadarajan 2012-10-22)Enjoyable and inspiring! The book provides a refreshing, positive perspective on marketing's role in sustainable business. Mark Peterson does a great job of connecting academic frameworks with business practice, and peppers the book with timely examples of the significant progress that enterprises are making toward achieving sustainability. The macromarketing perspective separates this book from others and facilitates the connection between day-to-day marketing decision making and the big picture of how we can be a part of making business better. (Ken Manning 2012-10-22)About the AuthorDr. Peterson received his Ph.D. in marketing from Georgia Tech in 1994 and joined the University of Wyoming faculty in Fall 2007 where he teaches doctoral, MBA, and undergraduate students. He previously taught at the University of Texas at Arlington. His research interests include marketing and society issues, research methods, as well as international marketing. He is an associate editor for the *Journal of Macromarketing*, and has served as Secretary/Treasurer of the Macromarketing Society. He currently serves on the board of directors for the Macromarketing Society, and the International Society for Quality of Life Studies (ISQOLS). His research has been published in such outlets as *Journal of Macromarketing*, *Journal of Academy of Marketing Science*, *Journal of Public Policy Marketing*, *Journal of Advertising*, *Journal of Advertising Research*, *Entrepreneurship Theory Practice*, *Journal of International Marketing*, *Journal of Business Research*. Dr. Peterson was a Fulbright Scholar at Bilkent University in Ankara, Turkey in 2006.