

Sustainability Marketing Perspective

While a lot of discussions and seminars have attempted to address the issue of Sustainability (a serious concern in the current context), some appreciable work has happened on How Marketing Practices can contribute to this new Global focus of Sustainable Development.

This 1-day seminar was held at the ITC Grand Central, Mumbai on Thursday, December 15, 2011.

The seminar that we brought on “Sustainability Marketing Perspectives”, in association with our knowledge partners, IIM Kozhikode attempted to address further in this area - by sharing knowledge, insights and research data on consumer behavior.

Chairman Mr. Bharat Patel and board member Mr. Narendra Ambwani jointly inaugurated the session.

Our esteemed panel of speakers from IOCL, HUL, P&G, Bajaj Electricals and Asian Paints add the practical side of this implementation.

The attached leave-behind-docket from the seminar was much liked by the members who said that they would like to cascade the same across their colleagues in the respective organizations.

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