



## Financial Aspects of Marketing Innovations and Sustainable Development

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### Message from the Guest Editors

This Special Issue focuses on innovations in marketing and sustainable development that allow for the best financial performance to be reached. Marketing innovations are widely used to attract new customers, change a company's image, reorient business goals, and to create the market niches that lead to market success. This Special Issue is looking for research that can enrich the topic and prove the possibility of continuous innovations in sustainable development, together with the achievement of financial strength.

Theoretical and empirical articles on sustainable marketing innovations, reaching financial goals thanks to sustainable and responsible business practices, and ways of assessing marketing innovations are warmly welcomed.

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# Special Issue



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## Message from the Editor-in-Chief

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