



Customer Relationship Marketing and Brand Management for Business Sustainability

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Message from the Guest Editors

During the last decade, the global economic/financial crisis, the more intense competition related to the globalization of the business environment, the fast-changing customer expectations and behaviors, and the greater complexity of business environments have challenged the sustainability of firms. In such a context, successfully establishing and managing customer relationships becomes fundamental to gain a sustainable competitive advantage. Effective CRM strategies require effective brand management to develop brands that are sustainable and that are able to intercept sustainability issues and conversations to arouse customer loyalty, commitment, and engagement (both in business-to-consumer and in business-to-business contexts). This Special Issue aims to collect up-to-date, high-quality research articles covering a wide range of multidisciplinary aspects related to business sustainability and brand management.





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Message from the Editor-in-Chief

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