



## Marketing and Management as Engines for Success in a Framework of Environmental and Social Sustainability

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### Message from the Guest Editors

Marketing and management have always been decisive in the capacity of companies and institutions to adapt to the peculiarities of each space and moment.

Deadline for manuscript  
submissions:

**closed (30 April 2021)**





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**Journal Rank:** JCR - Q2 (*Environmental Studies*) / CiteScore - Q1 (*Geography, Planning and Development*)

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