



## From Green Marketing to Green Innovation

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### Message from the Guest Editors

Dear Colleagues,

Environmental sustainability is pressing businesses to find new and innovative ways to incorporate this concern into their activities and in the operation of market-oriented businesses. It is crucial to understand how companies are working and offering products and services to the market interested in “green” and sustainable offers.

Green marketing involves the marketing activities defined to create and facilitate transactions of products and services to address these concerns in terms of environmental sustainability (Paiva 2020). This concept calls attention to the impact of business action on humans and the environment (Hartmann and Ibanez 2006). The consequence of using green marketing principles is a more sustainable value proposition, offering new products, new services, more digital services, new ways of distribution and retro distribution, more ICT in communication and even new forms of work.

For further reading, please visit the [Special Issue Website](#).





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## Message from the Editor-in-Chief

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