

## Special Issue

# Sustainable Branding and Marketing

### Message from the Guest Editor

While facing trade-offs among companies, many leading environmental- thinking companies have recognized the value of both redesigning their products to prevent possible environmental problems and also of obtaining positive economical benefits from the three traditional priorities (reuse, reduce, and recycle). As the green movement has stimulated profitable opportunities, new views of environmental business and sustainable branding/marketing have evolved. Major strategy frameworks pertinent to green business growth include environmental concerns, green branding, challenges of greener supply chains, clean energy uses, volumes of carbon footprints, and recyclable packages. Discussing the strategy framework from a green branding-marketing perspective, we invite you to contribute to this special issue by submitting comprehensive reviews, case studies, or research articles. Prof. Dr. Rachel J.C. Chen

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### Guest Editor

Prof. Dr. Rachel J.C. Fu

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### Deadline for manuscript submissions

closed (31 December 2012)



## Sustainability

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## About the Journal

### Message from the Editor-in-Chief

I encourage you to contribute a research or comprehensive review article for consideration for publication in Sustainability, an international open access journal which provides an advanced forum for research findings in areas related to sustainability and sustainable development. The journal publishes original research articles, reviews, conference proceedings (peer reviewed full articles) and communications. I am confident you will find the journal contributes to enhancing understanding of sustainability and fostering initiatives and applications of sustainability-based measures and activities.

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### Editor-in-Chief

Prof. Dr. Steve W. Lyon

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