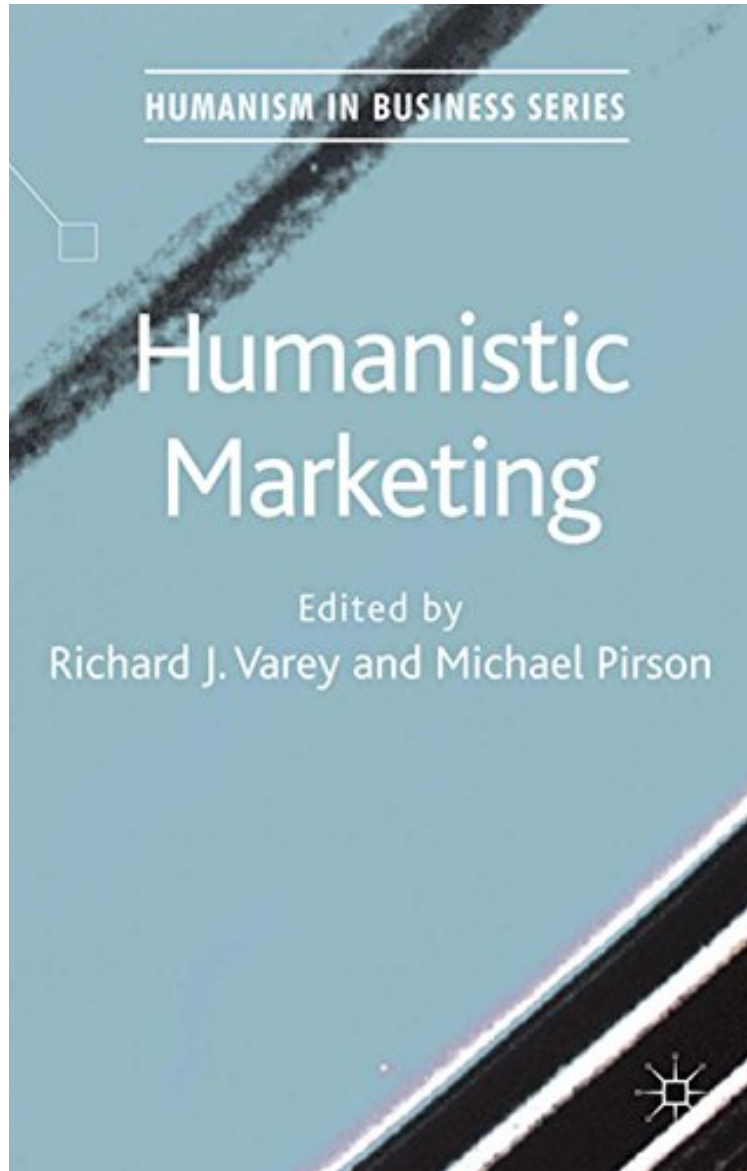


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Humanistic Marketing (Humanism in Business Series)

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Humanistic Marketing is a response to the currently growing mega-trend call for rethinking marketing. The book

organizes current thinking around the problems of marketing theory and practice as well as solutions and ways forward, providing a diverse exploration of the position of marketing in the face of challenges for societal transformation.

About the Author Dr Richard J. Varey is Professor of Marketing at Waikato Management School, New Zealand. His scholarly project is focused on understanding marketing in and for sustainable prosperous society. He is Associate Editor (Asia-Pacific) for the Journal of Customer Behaviour, Co-Editor (Pacific Rim) for the Journal of Business-to-Business Marketing, and a member of the editorial boards of Social Business, Marketing Theory, the European Journal of Marketing, the Journal of Communication Management, the Journal of Marketing Communications, the Australasian Marketing Journal, the Corporate Reputation, the Journal of Business Ethics (sustainability panel), and the Atlantic Journal of Communication. Michael Pirson is the Director of the Center for Humanistic Management and Assistant Professor of Global Sustainability and Social Entrepreneurship at the Fordham School of Business, USA. His research interests include Trust and Well-Being in Organizational Contexts, Mindfulness, Social Entrepreneurship, Sustainability, Humanistic Management, and the Philosophy of Management. Michael is also a founding partner of the Humanistic Management Network, an organization that brings together scholars, practitioners and policymakers around the common goal of creating a 'life-conducive' economic system. He is the co-editor of the Humanism in Business book series and has published widely. He is also an active board member of three social enterprises. He has worked for and with businesses, non-profits, embassies, political campaigns, and local and national governments.