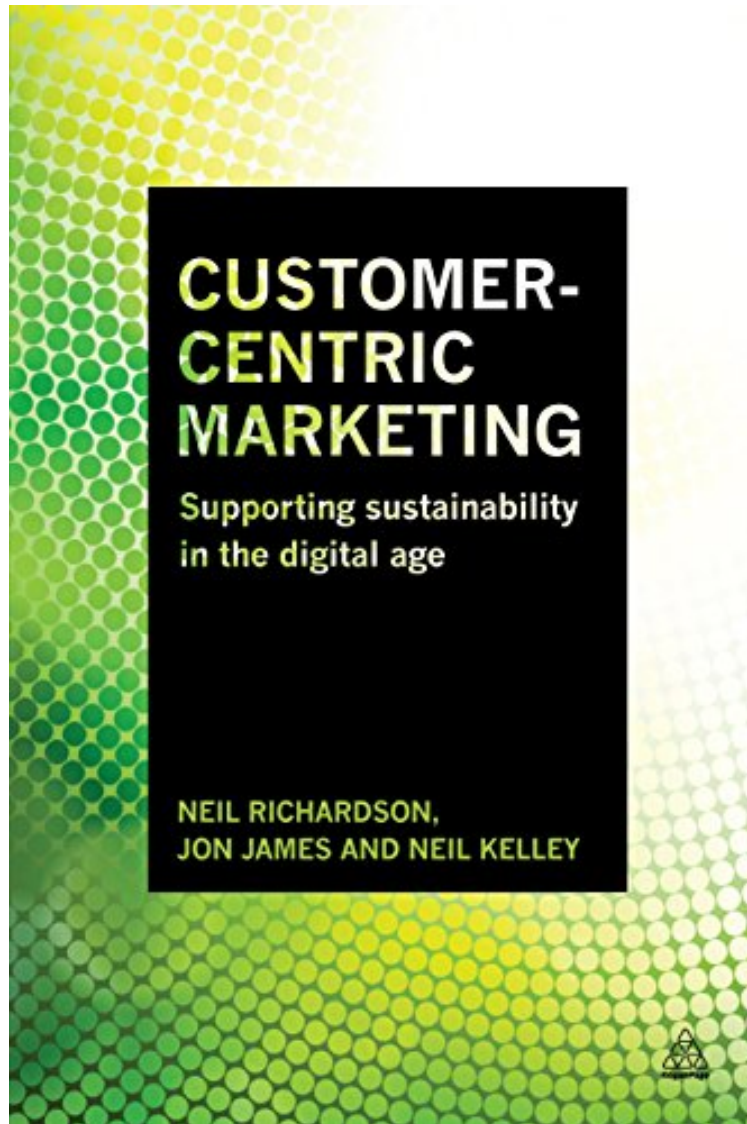


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# Customer-Centric Marketing: Supporting Sustainability in the Digital Age

*Neil Richardson, Jon James, Neil Kelley*  
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Two of the major parallel challenges facing businesses today are how to adapt to the changes of fast-paced,

fragmenting markets and how to grow a business whilst engaging in recognisably sustainable practices. It is not enough to just be sustainable, it is about communicating it and getting the customer involved in the message. Customer-Centric Marketing shows readers how sustainable development practices and digital marketing techniques work naturally together to add value, leading to improved customer satisfaction, better professional relationships and increased effectiveness. Ideal for senior marketing professionals and students on digital marketing or marketing strategy modules who wish to utilise the benefits of sustainable development and forms of digital marketing, this accessible and straight to-the-point book uses case studies to show how the marketing theories and tools work in actual business scenarios. Customer-Centric Marketing covers contemporary issues such as the increasing use of mobile, QR codes and social network sites for consumers interested in ethical, environmental and sustainable marketing.

About the Author Neil Richardson teaches marketing at Leeds Beckett University. He is an author and an experienced marketing, sales and customer service manager. His books include *Develop Your Marketing Skills*, *Develop Your PR Skills* and *A Quick Start Guide to Social Media Marketing* (Kogan Page). Jon James is a senior marketing professor at Leeds Beckett University. He is a member of the Academy of Marketing, and he has consulted for both the private and public sectors. Neil Kelley is a senior marketing professor at Leeds Beckett University and a senior examiner for the Chartered Institute of Marketing (CAM Marketing and Consumer Behavior).