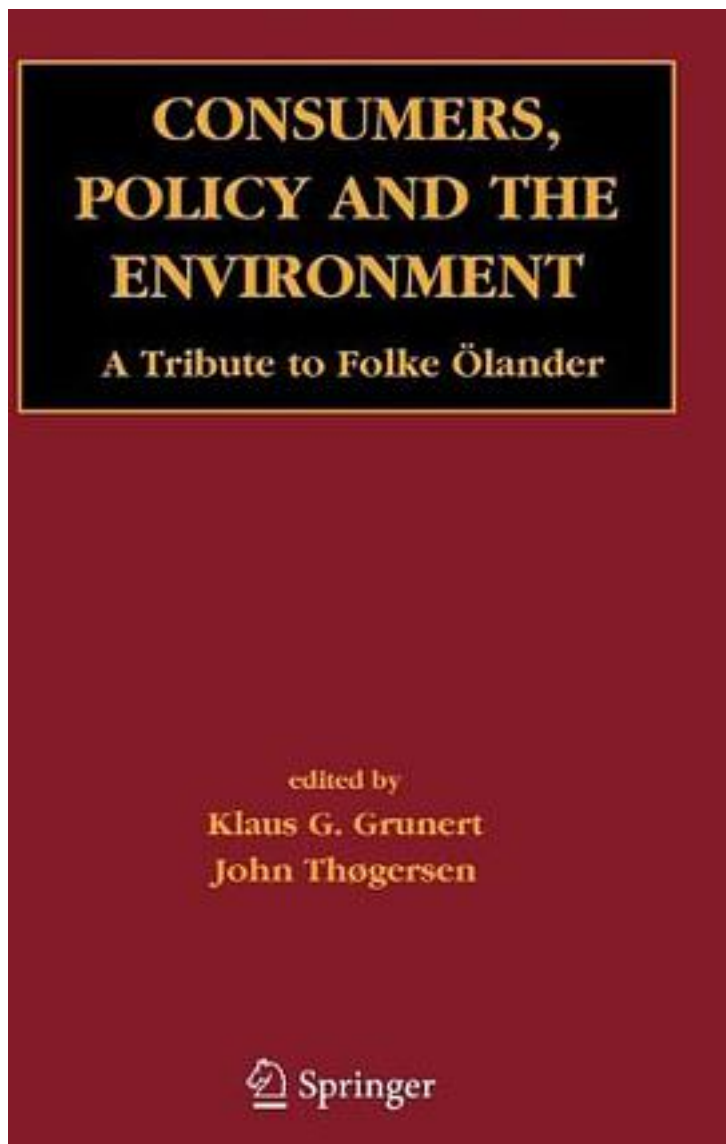


Consumers, Policy and the Environment



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出版者:Springer Verlag

出版时间:2005-3

装帧:HRD

isbn:9780387250038

The role of the consumer has changed from seeking the most satisfaction from goods and services to reconciling consumption with active citizenship, which links consumption to modern social issues such as environmental protection, sound business ethics, and fair working conditions. Understanding consumers - the way they buy products, the way they relate to questions of environmental importance, and the way they participate in public policy formulation processes - is of vital importance to modern society. In this book, eminent researchers examine contemporary issues related to the field of consumers, policy, and the environment.

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