



# Providing Value via Sustainable Marketing Strategies

## **Chapter 5**

*Discovering Value via Market Analysis*

## **Chapter 6**

*Communicating Value via Integrated Marketing Programs*

## **Chapter 7**

*Producing Value via Innovation*

## **Chapter 8**

*Delivering Value via Sustainable Supply Cycle Strategies*

## **Chapter 9**

*Delivering Value in Retailing*

## **Chapter 10**

*Proclaiming Value via Sustainable Pricing Strategies*