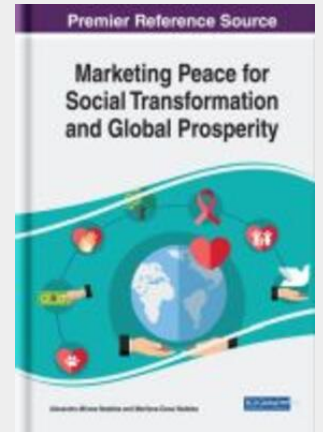


Nedelea

Marketing Peace for Social Transformation and Global Prosperity

War and conflict continually plague many nations around the world and have led to mass casualties, a shortage of resources, and political turmoil. To eradicate this ongoing issue, individuals, companies, and governments need to establish a fundamental change in the distribution of the world's assets, resources, and ideals. Marketing Peace for Social Transformation and Global Prosperity is a pivotal reference source that provides vital research on the development of programs and campaigns destined to impose and sustain ideas that lead to conflict resolution. Through analyzing and proposing various peace marketing campaigns, it showcases how individuals and corporations can employ various tactics to enhance and achieve political, social, and individual peace and promote the sustainability of resources and education. Highlighting topics such as civic engagement, conflict management, and symbolism, this book is ideally designed for policymakers, business leaders, professionals, theorists, researchers, and students.



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