

Erika Graf

International marketing in times of sustainability and digitalization

Erika Graf

International marketing in times of sustainability and digitalization

DE GRUYTER

ISBN 978-3-11-077222-7

e-ISBN (PDF) 978-3-11-077231-9

e-ISBN (EPUB) 978-3-11-077240-1

Library of Congress Control Number: 2022950211

Bibliographic information published by the Deutsche Nationalbibliothek

The Deutsche Nationalbibliothek lists this publication in the Deutsche Nationalbibliografie;
detailed bibliographic data are available on the internet at <http://dnb.dnb.de>.

© 2023 Walter de Gruyter GmbH, Berlin/Boston

Cover image: Gettyimages/ipopba

Typesetting: Integra Software Services Pvt. Ltd.

Printing and binding: CPI books GmbH, Leck

www.degruyter.com