

# Reinventing Marketing to Manage the Environmental Impact

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Citation Report

#	ARTICLE	IF	CITATIONS
1	Marketing capabilities and innovation-based strategies for environmental sustainability: An exploratory investigation of B2B firms. <i>Industrial Marketing Management</i> , 2011, 40, 1305-1318.	3.7	156
2	The impact of general and carbon-related environmental knowledge on attitudes and behaviour of US consumers. <i>Journal of Marketing Management</i> , 2012, 28, 238-263.	1.2	181
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