

ECO MARKETING – A NEW APPROACH

ECO - MARKETINGUL – O NOUĂ ABORDARE

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Abstract:

Globalization as unique worldwide process, complex, dynamic and all-embracing, consciously oriented towards economical and social progress and unitary coordination of development aimed at an equal capitalization of resources, under accessibility and durability terms, compels us to approach at a different level, that is within a global system, the earth life issues, where the offer and demand must be considered under different conditions.

Key words: *ECO – marketing, environment, marketing mix*