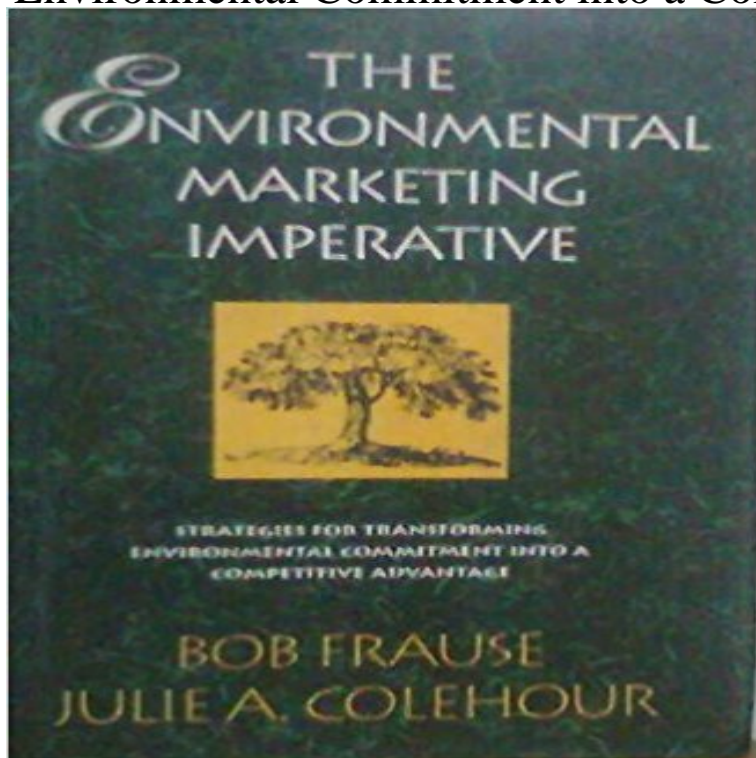


# The Environmental Marketing Imperative: Strategies for Transforming Environmental Commitment into a Competitive Advantage



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