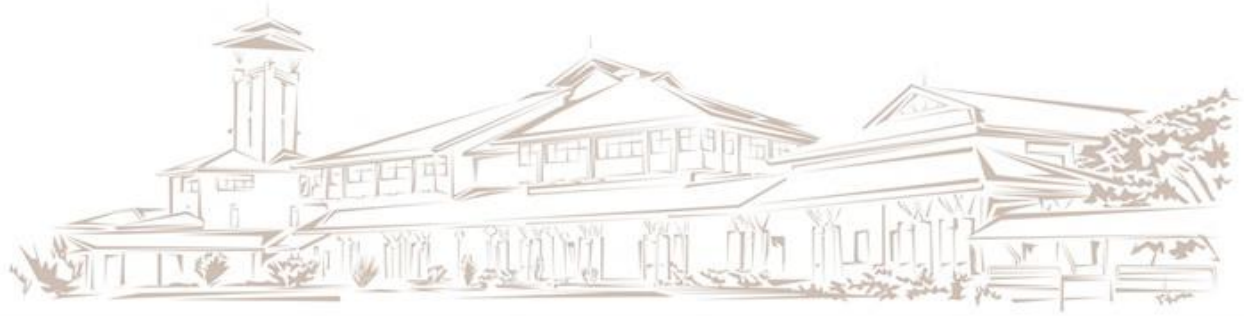


"A man is  
great by  
deeds, not by  
birth"  
-Chanakya  
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**Sustainability Concerns, Digitisation and Globalisation:  
Impact on Marketing Thought and Practice**

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## **Abstract**

Sustainability concerns of the society at large related to business practices and increasing consumption especially in the last two decades has made lasting impact on marketing thought and practice. The paper discusses the nature and extent of this impact on marketing, along with the effect of the other two macro-environmental forces of - technological advances especially digitization as well as globalisation/ anti- globalisation. The paper extends an existing frame work to better examine the impact of these three macro-environmental forces at different levels of economy, industry, market and customer with a view to develop a richer understanding of the developments in marketing over the last few decades.

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