# Article information:

Mindful consumption: a customer-centric approach to sustainability | SpringerLink
<https://link.springer.com/article/10.1007/s11747-010-0216-3>

# Article summary:

1. Sustainability is an important business goal that encompasses economic, environmental, and social dimensions. It is increasingly recognized by companies worldwide as a key factor for competitiveness and survival.

2. The concept of mindful consumption (MC) is proposed as a customer-centric approach to sustainability. MC involves a mindful mindset characterized by caring for oneself, the community, and nature, as well as mindful behavior that avoids excessive acquisitive, repetitive, and aspirational consumption.

3. There is a need for companies to adopt a customer-centric approach to sustainability and embrace mindful consumption. Many companies are currently lacking an overarching vision or plan for sustainability, and there is a lack of proactive management in this area. The marketing function can play a crucial role in implementing the customer-centric approach to sustainability.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

这篇文章的标题是“Mindful consumption: a customer-centric approach to sustainability”，主要讨论了可持续性发展和消费者中心的关系。然而，文章存在一些潜在的偏见和问题。

首先，文章提到可持续性被广泛认为是一个重要的商业目标，但没有提供足够的证据来支持这一观点。它只引用了一些研究和报告，而没有具体说明可持续性对企业竞争力和生存能力的确切影响。

其次，文章将可持续性定义为经济、环境和社会三个方面，并称之为“三重底线”责任。然而，它没有探讨这三个方面之间的平衡关系以及如何实现这种平衡。它也没有考虑到不同行业和企业之间在可持续性方面可能存在的差异。

此外，文章强调了消费者在推动可持续性发展中的作用，并提出了“mindful consumption”的概念。然而，它没有充分探讨消费者对可持续性问题的认知水平、态度和行为，并未提供相关研究或数据来支持其主张。

另外，文章还缺乏对其他利益相关者（如员工、供应商、社区等）在可持续性发展中的作用和影响的讨论。它过于强调了消费者的角色，而忽视了其他利益相关者的重要性。

最后，文章没有提供足够的证据来支持其主张，并未探索可能存在的反驳观点。它只是简单地陈述了一些理论和观点，而没有进行深入分析或讨论。

总之，这篇文章存在一些潜在的偏见和问题，包括缺乏证据支持、片面报道、无根据的主张、缺失的考虑点等。为了提高其可信度和说服力，作者需要更全面地探讨可持续性发展和消费者中心的关系，并提供更多实证研究和数据来支持其主张。

# Topics for further research:

* 可持续性发展对企业竞争力和生存能力的影响
* 经济、环境和社会三个方面之间的平衡关系
* 不同行业和企业之间在可持续性方面的差异
* 消费者对可持续性问题的认知水平、态度和行为
* 其他利益相关者在可持续性发展中的作用和影响
* 可持续性发展和消费者中心的关系的反驳观点

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