

Volume 2, issue 1 (*April 2014*)

INDEX

THEORETICAL DEVELOPMENT

- Non-business marketing revisited: the role of corporate social responsibility in Hungarian organizations** 1
E. Hetesi

ORIGINAL ARTICLES

- The importance of physical evidence in hospitals: the case of the public Hospital Pêro da Covilhã** 11
L. Afonso, & H. Alves
- Promoting breastfeeding through the analysis of the motives and barriers of the target audience** 25
G. Díaz-Meneses, & I. Luri-Rodríguez
- Mapping consumer empowerment in communities of ethical consumption** 35
E. Papaoikonomou, & M. Ginieis
- Public policies fostering social responsibility at regional level: an opportunity for place branding** 43
M.I. Sánchez-Gallardo, & D. Gallardo-Vázquez

CASE REPORTS

- The importance of business leadership for the dissemination and implementation of socio-environmental organizational strategies: the case study of the Brazilian company «Alumina»** 51
J.A. Ramos e Silva

RESEARCH NOTE

- Innovative strategies in the management of alternative tourism** 65
O. Milev, J.L. Vázquez, D. Ivanova, & I. Georgiev