
Suggested readings

PART I From the growth paradigm to post-growth marketing

- Kotler, P. (2025). DeGrowth and marketing: Their critical interdependence. *Marketing Theory*, 25(4), 525-530.
- Lloveras, J. (2025). Breaking 'the growth spell': Sustainable marketing after growth realism. *Marketing Theory*, 25(4), 531-538.
- Lloveras, J., & Pansera, M. (2025). Degrowth: a literature review and conceptualisation for sustainable marketing and consumer research. *Journal of Marketing Management*, 1-31.
- Lloveras, J., Marshall, A. P., Vandeventer, J. S., & Pansera, M. (2022). Sustainability marketing beyond sustainable development: towards a degrowth agenda. *Journal of Marketing Management*, 38(17-18), 2055-2077.

PART II Innovation and Organizations beyond growth

- Pansera, M., & Fressoli, M. (2021). Innovation without growth: Frameworks for understanding technological change in a post-growth era. *Organization*, 28(3), 380–404. <https://doi.org/10.1177/1350508420973631>
- Pansera, M., & Lloveras, J. (2025). Post Growth Innovation. Resisting the Pursuit of Endless Economic Growth. Bristol University Press. <https://bristoluniversitypress.co.uk/post-growth-innovation>
- Pansera, M., Barca, S., Martinez Alvarez, B., Leonardi, E., D'Alisa, G., Meira, T., & Guillibert, P. (2024). Toward a just circular economy: Conceptualizing environmental labor and gender justice in circularity studies. *Sustainability: Science, Practice and Policy*, 20(1), 2338592. <https://doi.org/10.1080/15487733.2024.2338592>
- Kallis, G. (2019). *Limits*. Stanford University Press. <https://www.sup.org/books/politics/limits>