

# Cause Related Marketing



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出版者:

出版时间:2008-1

装帧:

isbn:9780750662147

"Cause Related Marketing: Who Cares Wins, Second Edition" positions cause related marketing in the context of marketing, corporate social responsibility and corporate community investment. Exploring "who cares and why", the text provides research analysis into corporate and consumer attitudes, both UK and internationally. Using "The Business in the Community Cause Related Marketing Guidelines", written by Sue Adkins and introduced by HRH The Prince of Wales, it provides an in-depth exploration of the key principles and processes that go towards creating excellence in "Cause Related Marketing". This second edition provides illustrations of cause related marketing through a spectrum of national and international examples. It is based on the unique experience of making cause related marketing work at Business in the Community. It is from one of the world's leading full time practitioners who regularly works with and advises the world's largest companies on corporate social responsibility. It is packed with up to date and highly relevant cases and examples backed up by the most recent underpinning knowledge and research into consumer and corporate attitudes internationally.

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