

## Cause-Related Marketing



Filesize: 8.14 MB

### Reviews

*These sorts of ebook is the greatest ebook readily available. Sure, it can be engage in, nonetheless an interesting and amazing literature. I realized this pdf from my dad and i encouraged this pdf to learn.*

**(Nicolette Hodkiewicz)**

## CAUSE-RELATED MARKETING

[DOWNLOAD PDF](#)

Diplom. De Mrz 2003, 2003. Taschenbuch. Book Condition: Neu. 210x148x4 mm. This item is printed on demand - Print on Demand Titel. Neuware - Diploma Thesis from the year 2002 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,0, Anglia Ruskin University (unbekannt), language: English, abstract: Inhaltsangabe:Abstract: Cause-related marketing (CRM) has become a widely discussed topic as well as an increasingly important marketing technique. In this paper, the subject is analysed not from the usual perspective of companies, but from the charities point of view, focusing on the example of British cancer charities. The study shows that cause-related marketing has developed in context of a changing business environment and growing customer demand. Its relevance is highlighted with regard to consumer behaviour theories, introducing CRM as an innovative and promising marketing tool. From the fierce competition in today's market-place for charities and the changing attitude of donors, emerges the need for new charity marketing techniques. CRM is already widely used in the marketing of cancer-related organisations, as show various examples outlined in the text. However, the potential is not yet fully exploited and some substantial problems remain, especially in terms of company cooperation and missing empirical data. As a result of the investigation, cancer charities are recommended to extend their CRM activities, to prepare for the arising tasks internally and to communicate their programmes openly to the public. Additionally, extensive future research is suggested to gain more knowledge about the effects of cause-related marketing. This study comprises comprehensive material from secondary sources, such as books, articles and reports, along with extensive Internet research. Complementary, an in-depth interview provides insight into the work of Cancer Research UK. The findings of this paper are of special interest for charities and companies alike, as well as for...

[Read Cause-Related Marketing Online](#)[Download PDF Cause-Related Marketing](#)

## You May Also Like

---



### Scala in Depth

Manning Publications. Paperback. Book Condition: New. Paperback. 304 pages. Dimensions: 9.2in. x 7.3in. x 0.8in. Summary Scala in Depth is a unique new book designed to help you integrate Scala effectively into your development process. By...

[Read eBook »](#)



### Funny Poem Book For Kids - Cat Dog Humor Books Unicorn Humor Just Really Big Jerks Series - 3 in 1 Compilation Of Volume 1 2 3

CreateSpace Independent Publishing Platform. Paperback. Book Condition: New. This item is printed on demand. Paperback. 132 pages. Dimensions: 9.0in. x 6.0in. x 0.3in. LIMITED-TIME SPECIAL: Special Bonus Inside! Thats right... For a limited time...

[Read eBook »](#)



### Guidelines: January-April 2013: Bible Study for Today's Ministry and Mission

Brf (the Bible Reading Fellowship), United Kingdom, 2012. Paperback. Book Condition: New. 167 x 120 mm. Language: English . Brand New Book. The Editor writes. We start this issue on a high note, with a fortnight...

[Read eBook »](#)



### Twitter Marketing Workbook: How to Market Your Business on Twitter

Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. Workbook. 279 x 216 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Twitter Marketing Workbook 2016 Learn how to market your...

[Read eBook »](#)



### Index to the Classified Subject Catalogue of the Buffalo Library; The Whole System Being Adopted from the Classification and Subject Index of Mr. Melvil Dewey, with Some Modifications .

Rarebooksclub.com, United States, 2013. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. This historic book may have numerous typos and missing text. Purchasers can usually...

[Read eBook »](#)