


[DOWNLOAD](#)


Cause-Related Marketing

By Jenny Graff

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...



READ ONLINE
[3.5 MB]

Reviews

This publication is very gripping and interesting. It can be loaded with knowledge and wisdom I am just quickly will get a enjoyment of studying a composed pdf.

-- **Terence Gutmann I**

This pdf may be worth acquiring. I actually have read and i also am sure that i am going to planning to read through once again once more in the foreseeable future. I am delighted to inform you that this is actually the finest publication i actually have read inside my individual life and can be he greatest publication for at any time.

-- **Dr. Christiana Waters**

Other PDFs



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 presenting the emerging best practices and designs...



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! That's right. . . For a limited time you can download a FREE audiobook version...



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 of studies on Blessing (from Keith Beech-Gruneberg,...



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 business on Twitter for free A best-selling...



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 download a free scanned copy of the...



Unplug Your Kids: A Parent's Guide to Raising Happy, Active and Well-Adjusted Children in the Digital Age

Adams Media Corporation. Paperback. Book Condition: new. BRAND NEW, Unplug Your Kids: A Parent's Guide to Raising Happy, Active and Well-Adjusted Children in the Digital Age, David Dutwin, TV. Web Surfing. IMing. Text Messaging. Video Games. iPods. Kids today are plugged into...