

Robin Hood Marketing: Stealing Corporate Savvy to Sell Just Causes



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(Kevin Bergstrom Sr.)

ROBIN HOOD MARKETING: STEALING CORPORATE SAVVY TO SELL JUST CAUSES

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Audible Studios on Brilliance, United States, 2016. CD-Audio. Book Condition: New. Unabridged. 171 x 133 mm. Language: English . Brand New. Katya Andresen, a veteran marketer and nonprofit professional, demystifies winning marketing campaigns by reducing them to 10 essential rules and provides entertaining examples and simple steps for applying the rules ethically and effectively to good causes of all kinds. The Robin Hood rules steal from the winning formulas for selling socks, cigarettes, and even mattresses, with good advice for appealing to your audience's values, not your own; developing a strong, competitive stance; and injecting into every message four key elements that compel people to take notice. Andresen, who is also a former journalist, also reveals the best route to courting her former colleagues in the media and getting your message into their reporting. Katya Andresen is vice president of marketing at the charitable giving portal Network for Good, which was founded by AOL, Yahoo!, and Cisco. Before joining Network for Good, she was senior vice president of Sutton Group, a marketing and communications firm supporting non-profits, government agencies, and foundations working for the social good. Previously she was a marketing consultant overseas, promoting causes ranging from civil society in Ukraine to ecotourism in Madagascar. She also worked for CARE International. She has trained hundreds of causes in effective marketing and media relations, and her marketing materials for non-profits have won national and international awards. In addition to writing Robin Hood Marketing: Stealing Corporate Savvy to Sell Just Causes, Katya was featured in the e-book Nine Minds of Marketing. She is also a co-author of a chapter in the book People to People Fundraising Social Networking and Web 2.0 for Charities. Fundraising Success magazine named her Fundraising Professional of the Year in 2007. Katya traces her passion for good...

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