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Cause Related Marketing (CRM) can be defined as a strategic positioning tool which links a company or brand to a relevant charity or cause in a partnership for mutual benefit. CRM can enhance corporate reputation, raise brand awareness, increase customer loyalty, build sales, create press coverage and more.

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The author demonstrates how a marketer can harness the power of CRM (Cause Related Marketing) for a product, service or corporate brand. "CRM can enhance corporate reputation, raise brand awareness, increase customer loyalty, build sales, create press coverage and more."

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Many people are coming to the conclusion that valufacture in the future is increasingly going to come from synergies and alliances. The single product or service is going to become a commodity sold on price alone. Cause Related Marketing is all about such synergies and

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alliances. All three parties involved benefit and that is why CRM is very much of the moment and has so much potential. Edward ...

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This book is an eye-opener! Pringle and Thompson have given us a how-to manual on the art and science of cause related marketing. Solidly researched and documented, engagingly written, and replete with case studies from both sides of the Atlantic, Brand Spirit makes a convincing case for the efficacy and the ethics of doing well by doing good.

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guide to understanding and making the most of one of the hottest trends in branding today Nothing builds brand loyalty among today's increasingly skeptical, hard-to-please consumers like a proven commitment to a worthy cause on the part of a company.

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Access. Advanced search. Brand Spirit: How Cause Related Marketing Builds Brands. Jim Dupree. Journal of Consumer Marketing. ISSN: 0736-3761. Publication date: 1 September 2000.

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Krombacher, McDonald ' s, Microsoft – sie alle pflegen ihre Corporate Social Responsibility (CSR). Immer mehr Unternehmen setzen sich u.a. f ü r ö kologische Belange ein. Dabei hat CSR viele Auspr ä gungen; eine davon wird als Cause related Marketing (CrM) bezeichnet und stellt die Zusammenarbeit eines Unternehmens mit einer Nonprofit-Organisation dar.

~~Erfolgsfaktoren des Cause related Marketing (CrM) mit ...~~

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England: John Wiley & Sons. Quenqua, D. (2002, 01 28). Cause and effect: Choosing the right charity: Charitable support has the power to boost a corporate brand to new heights. But tying the company to the right nonprofit is essential.

~~Cause-related sport marketing: Can this marketing strategy ...~~

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