


[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](#)
[7.8 MB]

Reviews

Basically no terms to clarify. It is actually written in basic terms rather than confusing. I found out this ebook from my dad and I suggested this book to find out.

-- Elinore Vandervort

If you need to add benefit, a must buy book. I could possibly comprehend every little thing out of this composed e pdf. I am quickly could get a enjoyment of looking at a composed book.

-- Mrs. Mariam Hartmann

You May Also Like



Psychologisches Testverfahren

Reference Series Books LLC Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 249x191x7 mm. This item is printed on demand - Print on Demand Neuware - Quelle: Wikipedia. Seiten: 100. Kapitel: Myers-Briggs-Typindikator, Keirsey Temperament Sorter, DISG, Eignungstest für das Medizinstudium, Adult Attachment Interview,...



Programming in D

Ali Cehreli Dez 2015, 2015. Buch. Book Condition: Neu. 264x182x53 mm. This item is printed on demand - Print on Demand Neuware - The main aim of this book is to teach D to readers who are new to computer programming. Although...



Violin Concerto, Op.53 / B.108: Study Score

Petrucchi Library Press, United States, 2015. Paperback. Book Condition: New. 244 x 170 mm. Language: English . Brand New Book ***** Print on Demand *****.Commissioned by the eminent violinist Joseph Joachim after a Berlin meeting in April of 1879, Dvorak composed his...



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...



The Java Tutorial (3rd Edition)

Pearson Education, 2001. Softcover. Book Condition: Neu. Gebrauch - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Praise for "The Java' Tutorial, Second Edition" includes: "This book stands above the rest because it has...



Adult Coloring Book Birds: Advanced Realistic Bird Coloring Book for Adults

Createspace Independent Publishing Platform, United States, 2015. Paperback. Book Condition: New. 254 x 203 mm. Language: English . Brand New Book ***** Print on Demand *****.Take your coloring to the next level with this Advanced Adult Coloring Book of Birds! Get more...