

[FREE] BEYOND CHARITY: How to Increase Profit Through Innovative Strategic Partnership - Cause Marketing 2.0

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DAVID S MARSHALL

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1 of 1 people found the following review helpful. The key is to be strategic innovative about Cause Marketing!By IngridCorporations are constantly competing to improve their image in the eyes of their consumers. They are also expected to contribute to their communities in a positive way. Traditionally, the solution has been to give away some money philanthropicallyhellip; but why not combine making a meaningful impact and increasing profit? Beyond Charity shows you how businesses can strategically partner with NFPrsquo;s and both benefit.

Why is marketing such an overwhelming concept and why is it so difficult to find new marketing ideas?In these pages you will uncover a new way of leveraging cause to increase both profits and impact.Learn how to focus marketing efforts to develop solutions that truly increase profits.Overcome complacency and develop new campaigns and strategies to take your business to the next level."Learn a new way to leverage cause, with greater integrity, ultimately leading to both: increased profits and greater impact."David Marshall received a BSc (Hons) degree in Construction Management from Nottingham Trent University in the UK. He has been a successful business man in both the UK and Canada, in construction, travel and the high-end audio sectors.Throughout his life, David has been involved in development work across Africa, Asia, Latin America and the Caribbean, and is currently the Executive Director of a NFP Organization in Canada, where he uses his "win-win"mindset to combine his entrepreneurial business skills with his passion to fight for the oppressed and vulnerable around the world.David believes corporate citizenship is something more than just the giving of philanthropic donations. He promotes a deeper engagement to develop "win-win"scenarios for both profit and non-profit organisations through combining Cause with Marketing.