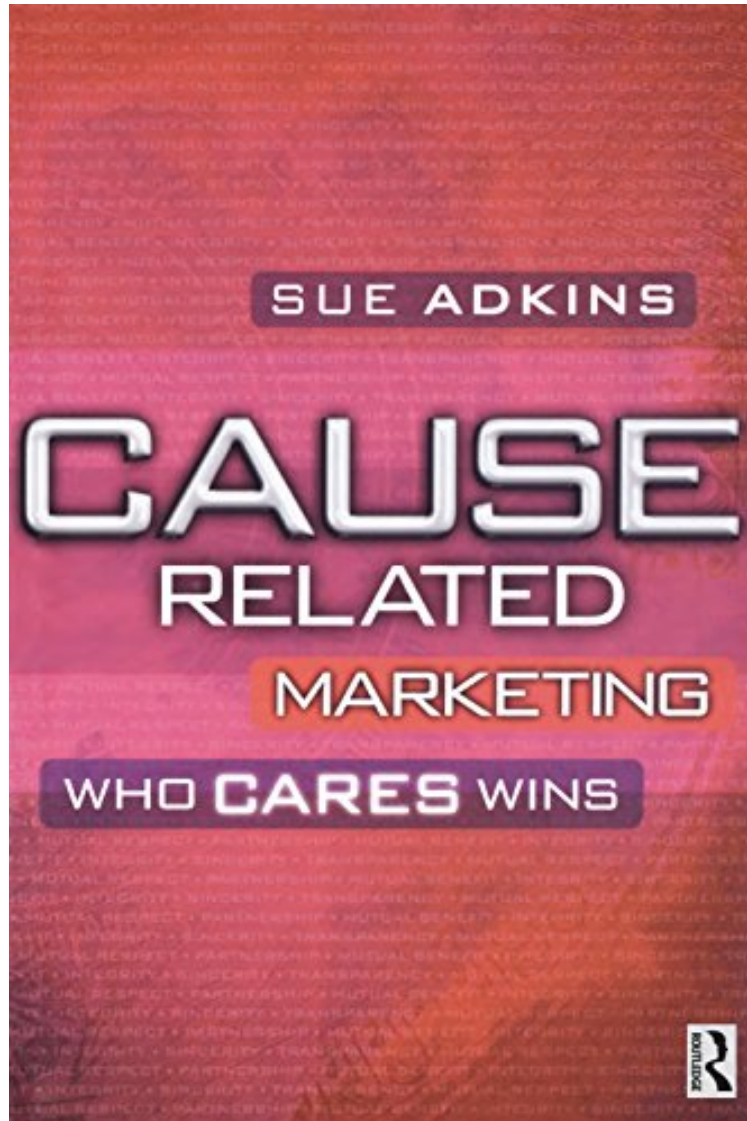


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Cause Related Marketing

Sue Adkins

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Sue Adkins : Cause Related Marketing before purchasing it in order to gage whether or not it would be worth my time, and all praised Cause Related Marketing:

2 of 3 people found the following review helpful. A must for today's and tomorrow's marketplace!By Marion E. GoldThe concept of a business linking with a charity is not new. But it is critical in today's economy, and not just for companies with big budgets. Freelancer writers and other self-employed folks also have opportunities for increased visibility by lending their skills to local charities, or local chapters of national charities. I first reviewed this book in 2001, but I recently re-read it in light of today's economy, with more and more talented people looking for ways to increase their visibility and help others at the same time. Sue Adkins book is more important today than ever!One of

the key points made by the author is the importance of the word "principles." Before moving forward, there must be an understanding that any partnership between you and a charity must be based on integrity, transparency, sincerity, mutual respect, partnership and mutual benefit. According to Adkins, "If not, adjust it, change it or stop it!" Adkins provides plenty of examples, case studies that are excellent learning models, including instances of good works gone bad -- due to bad planning and poor communications. For self-employed small business owners and freelancer writers, I found the chapters in Part Four of the book to be the most valuable -- and worth the hefty cost of the book. For example, in "Planning and preparation," Adkins emphasizes that for Cause Related Marketing to be effective, it must be built into the overall business strategy. Adkins provides a detailed "Process for selection," including such basic elements as how to find a potential partner. In the section on "Negotiating the partnership," it becomes clear that negotiation is as important to the freelancer writer who is volunteering to write one press release or organize one event, as it is to a larger company making a big-dollar investment. Tips are provided for defining the nature of the activity, evaluating how much the project is worth to your business, and risk assessment. "Communication" is a core theme of this book, and for good reason. Communication between you and the Charity, and communication between you, the Charity and the public have legal as well as social ramifications. Communications determines the overall success of the program and the protection of your time investment. Cause Related Marketing is a great reference book on this very timely subject. (The reviewer is author of Personal Publicity Planner: A Guide to Marketing YOU and Top Cops: Profiles of Women in Command.) 0 of 0 people found the following review helpful. This is Great! By John W. Bailey As the owner of a small business, I am always interested in new marketing ideas and strategies. Cause Related Marketing has resulted in a win-win-win outcome for our clients, the community and us. Thanks for this excellent book, Sue! 1 of 7 people found the following review helpful. cause related marketing By Kalpesh Naik The marketing of causes is now days growing issue. Mostly it has direct relation to under develop and develop countries. Even it is rightly said its main aim is to bring awareness and change in Behaviour in Individual in turn in the society. In other way with the help of this we can succeed in our objective that is change in Behaviour is Bottom line aim of any marketer of causes.

Cause Related Marketing's time has come. Consumers are demanding greater accountability and responsibility from corporations. In an environment where price and quality are increasingly equal; where reputation and standing for something beyond the functional benefits of a product or service is all, brands are constantly competing for customer loyalty and consumer attention. 'Cause Related Marketing' is one of the most exciting areas in marketing today which benefits both business and society. 'Cause Related Marketing': * positions Cause Related Marketing in the context of marketing, corporate social responsibility and corporate community investment. * explores who cares and why, providing research analysis into corporate and consumer attitudes both in the UK and internationally. * uses The Business in the Community Cause Related Marketing Guidelines, written by Sue Adkins and introduced by HRH The Prince of Wales, providing an in depth exploration of the key principles and processes that go towards creating excellence in Cause Related Marketing. * includes vignettes and in depth case studies to provide illustrations of Cause Related Marketing through a spectrum of examples both national and international. Sue Adkins, Director of the Business in the Community's Cause Related Marketing Campaign is acknowledged as an international expert. She is recognised as having put Cause Related Marketing on the map in the UK and leading the drive to establish Cause Related Marketing as an increasingly legitimate part of the marketing mix in the UK.

"Sue Adkins... has defined Cause Related Marketing in the UK. She has built the business case for Cause Related Marketing for the benefit of both business and the wider community and has in fact been the leading campaigner in establishing Cause Related Marketing as a legitimate part of the marketing mix. I recommend this book to you and urge you to consider how the potential of Cause Related Marketing can be released for the benefit of your organization and the wider community" Sir Dominic Cadbury, Chairman Cadbury Schweppes. "Sue Adkins is a great expert in Cause Related Marketing and I commend her book to you.... She has done more to define, identify, campaign and expose the business benefits of Cause Related Marketing for businesses and causes in the UK, than anyone else." Tim Mason - Director, Tesco PLC... 'my advice would be that if you make only two resolutions this new year, be sure that they are to read Who Cares Wins and to post a complimentary copy to every marketing director on your corporate database.' Professional Fundraising From the Publisher * 'Cause Related Marketing' positions Cause Related Marketing in the context of marketing, corporate social responsibility and corporate community investment. * 'Cause Related Marketing' explores who cares and why, providing research analysis into corporate and consumer attitudes both in the UK and internationally. * Uses The Business in the Community Cause Related Marketing Guidelines, written by Sue Adkins and introduced by HRH The Prince of Wales, providing an in depth exploration of the key principles and processes that go towards creating excellence in Cause Related Marketing. * Vignettes and in depth case studies provide illustrations of Cause Related Marketing through a spectrum of examples both national and international. Sue Adkins, Director of the Business in the Community's Cause Related Marketing Campaign is acknowledged as an international expert. She is recognised as having put Cause Related Marketing on the map in the UK and leading the

drive to establish Cause Related Marketing as an increasingly legitimate part of the marketing mix in the UK. About the Author/Director, Cause Related Marketing/Business in the Community.