

Good works! : marketing and corporate initiatives that build a better world ... and the bottom line

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Abstrak

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ABSTRACT

In this book the author, a marketing guru explains how social initiatives can help your business grow. Businesspeople who mix cause and commerce are often portrayed as either opportunistic corporate "causewashers" cynically exploiting nonprofits, or visionary social entrepreneurs for whom conducting trade is just a necessary evil in their quest to create a better world. Marketing and corporate social initiatives requires a delicate balancing act between generating financial and social dividends. This is a book for business builders, not a corporate social responsibility treatise. It is for capitalists with the hearts and smarts to generate positive social impacts and bottom-line business results. It contains actionable advice on integrating marketing and corporate social initiatives into broader business goals. It makes the case that purpose-driven marketing has moved from a nice-to-do to a must-do for businesses, and explains how to balance social and business goals.