



Social Marketing

Michael T. Ewing

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Harness commercial marketing techniques to spark social change! American Express, Avon, BMW, Kellogg's, Liz Claiborne, McDonald's, Reebok, and other corporations have embraced social and cause-related marketing as a way to connect with their customers. This vital book examines the "how and why" as well as the causes and effects of this fast-growing trend in marketing. Social Marketing brings you:

- an overview of recent global developments in social marketing
- a study comparing the effectiveness of a CRM program with that of "ambush" advertising
- a case study of Hungersite.com that investigates motivations for donating time, money, and other resources to charities
- a wary look at the "darker side" of globalization and liberalization
- and more!

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