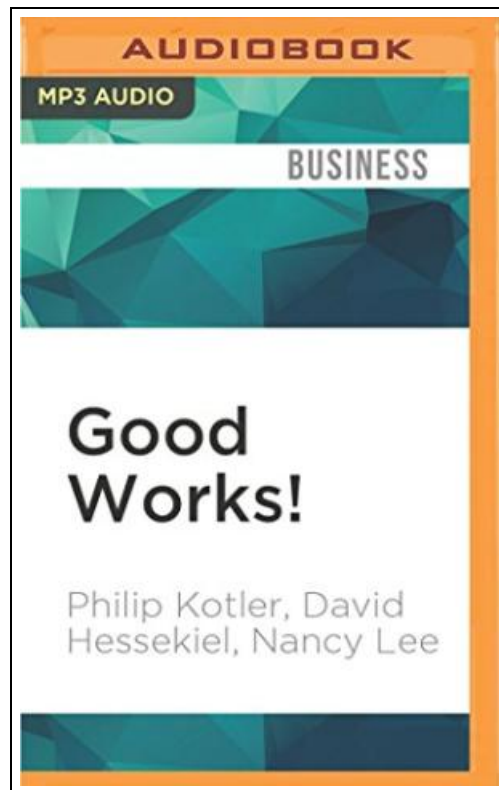


## Good Works!: Marketing and Corporate Initiatives That Build a Better World.and the Bottom Line



Filesize: 3.1 MB

### **Reviews**

*This ebook could be well worth a study, and superior to other. It really is basic but unexpected situations inside the 50 % of your ebook. Once you begin to read the book, it is extremely difficult to leave it before concluding.*  
*(Prof. Buford Ziemann)*

## GOOD WORKS!: MARKETING AND CORPORATE INITIATIVES THAT BUILD A BETTER WORLD.AND THE BOTTOM LINE

[DOWNLOAD](#)

Audible Studios on Brilliance, United States, 2016. CD-Audio. Book Condition: New. Unabridged. 171 x 133 mm. Language: English . Brand New. Businesses can do well by doing goodKotler, Hessekiel, and Lee show you how! Marketing guru Philip Kotler, cause marketing authority David Hessekiel, and social marketing expert Nancy Lee have teamed up to create a guide rich with actionable advice on integrating marketing and corporate social initiatives into your broader business goals. 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. Good Works 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. Good Works is rich with actionable advice on integrating marketing and corporate social initiatives into your broader business goals. Makes the case that purpose-driven marketing has moved from a nice-to-do to a must-do for businessesExplains how to balance social and business goalsAuthor Philip Kotler is one of the world s leading authorities on marketing; David Hessekiel is founder and president of Cause Marketing Forum, the world s leading information source on how to do well by doing good; Nancy Lee is a corporate social marketing expert, and has coauthored books on social marketing with Philip Kotler With Good Works, you ll find that you can generate significant resources for your cause while achieving financial success.

[Read Good Works!: Marketing and Corporate Initiatives That Build a Better World.and the Bottom Line Online](#)[Download PDF Good Works!: Marketing and Corporate Initiatives That Build a Better World.and the Bottom Line](#)

## See Also



### **Weebies Family Halloween Night English Language: English Language British Full Colour**

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Children s Weebies Family Halloween Night Book 20 starts to teach Pre-School and...

[Read eBook »](#)



### **My Life as an Experiment: One Man s Humble Quest to Improve Himself by Living as a Woman, Becoming George Washington, Telling No Lies, and Other Radical Tests**

SIMON SCHUSTER, United States, 2010. Paperback. Book Condition: New. Reprint. 212 x 138 mm. Language: English . Brand New Book. One man. Ten extraordinary quests. Bestselling author and human guinea pig A. J. Jacobs puts...

[Read eBook »](#)



### **Twitter Marketing Workbook: How to Market Your Business on Twitter**

Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. Workbook. 279 x 216 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Twitter Marketing Workbook 2016 Learn how to market your...

[Read eBook »](#)



### **Fun to Learn Bible Lessons Preschool 20 Easy to Use Programs Vol 1 by Nancy Paulson 1993 Paperback**

Book Condition: Brand New. Book Condition: Brand New.

[Read eBook »](#)



### **Social Studies for the Preschool/Primary Child**

Book Condition: Brand New. Book Condition: Brand New.

[Read eBook »](#)