



# Brand Spirit: How Cause Related Marketing Builds Brands

*Hamish Pringle, Marjorie Thompson*

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The only guide to understanding and making the most of one of the hottest trends in branding today

Nothing builds brand loyalty among today's increasingly skeptical, hard-to-please consumers like a proven commitment to a worthy cause on the part of a company. Known as Cause Related Marketing (CRM), this approach to branding has gained a great deal of momentum over the past decade, thanks, in no small part, to such recent, notable examples as McDonald's commitment to saving the rain forests and BMW's breast cancer fund-raising initiatives. Now, in the first book to explore the business benefits of CRM and its positive and negative impacts on business strategy, two experts explain the concept and fundamental principles of CRM and its place within the contemporary discourse on branding. And, with the help of numerous, fascinating, and instructive case studies, they demonstrate how marketers can harness the power of CRM to position and enhance customer loyalty to a brand, product, or service.

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