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## Cause Marketing Redefined

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### Cause Marketing For Dummies Bymacdonald

Cause Marketing for Dummies provides clear, concise, realistic tips to help organizations reevaluate how media can be used to build ones image, partnerships and the bottom line. The case studies highlight many levels of marketing - coupons, triggered donation programs, group-buying sites and location-based marketing and stress the importance of Blogs, Twitter, Facebook, Foursquare and other social media options.

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Cause Marketing For Dummies: Amazon.co.uk: Joe Waters ...

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realistic tips to help organizations reevaluate how media can be used to build ones image, partnerships and the bottom line. The case studies highlight many levels of marketing - coupons, triggered donation programs, group-buying sites and location-based marketing and stress the importance of Blogs, Twitter, Facebook, Foursquare and other social media options.

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Cause Marketing For Dummies: Waters, Joe, MacDonald ...

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