



Cause related Marketing: Grundlagen - Erfolgsfaktoren - Praxisbeispiele (German Edition)

Marcus Stumpf, Iris Teufl

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Cause related Marketing (CrM) bezeichnet die Zusammenarbeit eines Unternehmens mit einer Non Profit-Organisation. Dazu zählt z. B. eine Unternehmenskampagne, die den Verkauf eines Produktes an eine Spende für eine „gute Sache“ koppelt. Marcus Stumpf und Iris Teufl ordnen den Begriff in den Themenbereich der Corporate Social Responsibility (CRS) ein und grenzen ihn von verwandten Begriffen ab. Die Autoren zeigen Chancen sowie Risiken bei der Implementierung auf und arbeiten die Erfolgsfaktoren für einen zielgerichteten Einsatz von CrM heraus. Konkrete Implikationen für die Unternehmenspraxis werden vorgestellt. Zur Veranschaulichung beschreiben sie detailliert CrM-Kampagnen sowohl aus Sicht von Profit-Unternehmen als auch aus Sicht sozialer Organisationen – wie z. B. Brauhaus Jever, Erdal/Frosch, Rotes Kreuz, Volkshilfe sowie WWF.

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