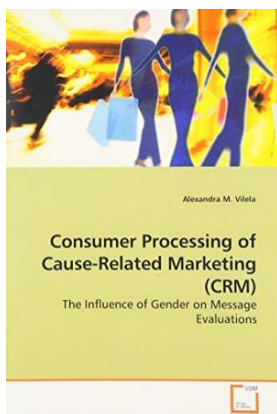


Get Doc

CONSUMER PROCESSING OF CAUSE-RELATED MARKETING (CRM)



VDM Verlag Mai 2010, 2010. Taschenbuch. Book Condition: Neu. 222x149x28 mm. Neuware - Cause-related marketing (CRM), a tool of corporate social responsibility, has grown significantly since the beginning of the 1980s. The strategy consists of a contribution to a cause through a purchase of a product/service by consumers. This book proposes a new model combining two known processing models to test the influence of gender and values on CRM message evaluations. Also, by perceiving and processing corporations' intentions as exploitative,...

Download PDF Consumer Processing of Cause-Related Marketing (CRM)

- Authored by Alexandra M. Vilela
- Released at 2010



Filesize: 4.66 MB

Reviews

A must buy book if you need to adding benefit. It really is packed with wisdom and knowledge I found out this book from my dad and i encouraged this pdf to understand.

-- **Mr. Bennie Hirthe**

Most of these publication is the perfect publication offered. It is amongst the most incredible book we have read through. You can expect to like just how the writer write this pdf.

-- **Theresa Bartell DVM**

Related Books

- [Psychologisches Testverfahren](#)
- [Programming in D](#)
[Crochet: Learn How to Make Money with Crochet and Create 10 Most Popular](#)
- [Crochet Patterns for Sale: \(Learn to Read Crochet Patterns, Charts, and...](#)
- [The Ethical Journalist \(New edition\)](#)
- [Forest Fairytale Knits](#)