
CONTENTS

<i>Acknowledgments</i>	<i>vii</i>
<i>Introduction</i>	<i>ix</i>
1 The Case for Doing at Least Some Good	1
2 Corporate Social Initiatives: Six Options for Doing Good	22
3 Corporate Cause Promotions: Increasing Awareness and Concern for Social Causes	49
4 Cause-Related Marketing: Making Contributions to Causes Based on Product Sales	81
5 Corporate Social Marketing: Supporting Behavior Change Campaigns	114
6 Corporate Philanthropy: Making a Direct Contribution to a Cause	144
7 Community Volunteering: Employees Donating Their Time and Talents	175
8 Socially Responsible Business Practices: Discretionary Business Practices and Investments to Support Causes	207

9	Twenty-five Best Practices for Doing the Most Good for the Company and the Cause	235
10	A Marketing Approach to Winning Corporate Funding and Support for Social Initiatives: Ten Recommendations	262
	<i>Notes</i>	277
	<i>Index</i>	297