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Marketing for Social Change Kian Bakhtiari, 2024-10-03 Business as usual is not an option anymore We need a new way of doing things and brands can no longer afford to stay silent on important social and environmental issues With more consumer and legal scrutiny than ever before brands need to work hard to ensure they embrace purpose in a long term sustainable and authentic way in order to actually create the social change they say they support This is where Marketing for Social Change comes in A deeply practical guide on how brands can take meaningful action whilst avoiding backlash it outlines clear steps to building authentic purpose into the heart of business strategy This book explores not only how you can find and define your brand's purpose but how you ensure that your purpose becomes an embedded part of your business rather than a mere PR stunt By using real world examples across a spectrum of issues such as The Body Shop's stance on animal testing to Nike's work with Colin Kaepernick this book offers a guide of how marketers can create positive social change through creativity and action regardless of the sort of company they work for and how creating this positive change is beneficial for both society and business

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