

1. Record Nr.	UNINA9910778938403321
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Titolo	Compassion, Inc [[electronic resource]] : how corporate America blurs the line between what we buy, who we are, and those we help // Mara Einstein
Pubbl/distr/stampa	Berkeley, : University of California Press, 2012
ISBN	1-280-11216-6 97866613520708 0-520-95163-8
Descrizione fisica	1 online resource (241 p.)
Disciplina	381.3
Soggetti	Social responsibility of business - United States Consumer behavior - Moral and ethical aspects - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Frontmatter -- Contents -- Preface -- 1. Value Brands...They Ain't What They Used to Be -- 2. How Corporations Co-opt Caring: Strategic Philanthropy, Cause-Related Marketing, and Corporate Social Responsibility -- 3. The Birth of the Hypercharity and the Rise of "Charitainment" -- 4. The Consequences of Co-opting Compassion -- 5. Shopping Is Not Philanthropy. Period. -- 6. Can Companies Make a Difference? -- 7. We Are Not Consumers -- Notes -- Index
Sommario/riassunto	Pink ribbons, red dresses, and greenwashing-American corporations are scrambling to tug at consumer heartstrings through cause-related marketing, corporate social responsibility, and ethical branding, tactics that can increase sales by as much as 74%. Harmless? Marketing insider Mara Einstein demonstrates in this penetrating analysis why the answer is a resounding "No!" In Compassion, Inc. she outlines how cause-related marketing desensitizes the public by putting a pleasant face on complex problems. She takes us through the unseen ways in which large sums of consumer dollars go into corporate coffers rather than helping the less fortunate. She also discusses companies that truly do make the world a better place, and those that just pretend to.

