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The Business Edge

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August 21st 2013: Leveraging Cause Marketing to Drive Business Results

What is Cause Marketing? How can this little known secret help you to drive business results regardless of the sector and size of your organization? Fortune 500 Companies leverage Cause Marketing initiatives all the time to strengthen their reputations, drive revenue, and ultimately enhance the lives of others around the world. Cause Marketing helps us as business owners to achieve not only success, but, more importantly significance.

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Featured Guest

Guest Image

Dr K.Shelette Stewart

Dr K.Shelette Stewart currently serves as the Associate Director of Business Development for Executive Education for Southern Methodist University (SMU) Cox School of Business. She is also the principal and founder of Stewart Consulting, LLC, a leadership development and business consulting firm based in North Dallas, Texas serving both corporate and non-profit clients. The mission of Stewart Consulting is to help business leaders connect their business plans with their purpose so that they excel personally and professionally and drive performance, productivity, and bottom-line profitability for their organizations. Shelette is a Fulbright Foreign Scholarship Program Specialist, professi

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