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| **Find a comprehensive listing of cause marketing case studies at:****Engage for Good (formerly Cause marketing Forum)** The leading organization for cause marketing and cross-sector partnerships. <https://engageforgood.com/>  |
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| Be sure to check out their **Halo Awards**. The Halo Awards are North America’s highest honor for corporate social initiatives and cause marketing and showcase successful consumer engagement and employee engagement efforts. <https://engageforgood.com/halo-awards/>  |
| They also have an extensive, up-to-date, **Resource Center**<https://engageforgood.com/resources/> **Selfish Giving**: Speaker and Writer Joe Waters, leading expert on cause marketing |
| [www.selfishgiving.com](http://www.selfishgiving.com/)**Conscious Capitalism** Improving the practice of capitalism by providing business leaders with support to run their businesses in a conscious way, fulfilling the potential of capitalism. https://www.consciouscapitalism.org/ |

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