

## **Publication soon: Andrea Bauer : "Artist Matrix"**

Cause marketing is an increasingly liked “do good and thus do better” activity, in which the good is whatever the motivation, no matter what motivations are in the background. In the case of the successful collaboration between profit and nonprofit requires the support of a number of iconic and lesser-known companies, that are willing to give up a certain percentage of their revenue for the benefit of those in need. All this is done for a social and cultural purpose that serves a noble cause. They are such systems, organizations, groups that give up a certain percentage of their sales revenue in the course of their cultural behavior. They all play an important role, as in addition to providing financial support, they send a message to the world as well. A social behavior that paints a picture of a slowly unfolding global solidarity that brings closer people, who can resiliently change and are able to identify with change. In terms of sustainability, only these patterns of thinking can guarantee that individual societies will respond favorably to long-term sustainability.