



## **The involvement of CRM on the top major soccer clubs: Cause Related Marketing**

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The purpose of this study is to analyze Cause Related Marketing (CRM) activities in professional sports. The potential of sports such as football and CRM can be used as a vehicle to improve society and empowering professional clubs to develop relationships with non-for-profit organizations at the highest level to promote values of social health, to eradicate poverty in poor countries and to eradicate racism and doping which are the plagues of this new century.

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