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Does Your Brand Care

Building a Better World. The C A R E-principles

Isabel Verstraete

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- C A R E model: simple principles for sustainable success
- Packed with cases from all sectors
- Applicable for small and large brands

We live in turbulent times. In the future companies will have to take responsibility and try to provide a solution to social problems. The C A R E principles are precisely designed to help companies to stay relevant and moreover prepare for the increasingly demanding customer. This book inspires with numerous cases from all sectors, all over the world. From start-ups to multinationals. It shows that everyone, including companies, can show what they really care about.

Isabel Verstraete worked in advertising and marketing in the Netherlands, France and Belgium before founding her own strategic consultancy in 2011. She is president of FAM, Female Association of Belgian Marketeers.







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