**Doing Purpose-Driven Marketing the Right Way**

As more brands turn to purpose-driven marketing, the key is to ensure it's done right, writes columnist Stephanie Overby. A number of business leaders discuss the potential pitfalls, including Leesa CEO David Wolfe, who believes supporting a cause to be "either in the DNA of your company or it's not."

***CMO 8/10/17***

<http://www.cmo.com/features/articles/2017/6/20/the-6-pitfalls-of-purpose-marketing.html#gs.gUj2XHw>

Image credit:

<http://2.bp.blogspot.com/-9nXzgLN9Q_A/UkR5nMw9lII/AAAAAAAACyc/plxDWmMNcaA/w1200-h630-p-k-nu/heartofbusiness.jpg>