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*Corporate Social Responsibility can go a long way in rehabilitating the employer brand with potential new hires and society at large. It can help defeat the image that corporate objectives are rooted in single-minded profit at the expense of society and the environment. Corporate social responsibility comes in many forms. Even the smallest company impacts social change by making a simple donation to a local food bank. Some of the most common examples of CSR include: Reducing carbon footprints; Improving labor policies; Participating in fairtrade; Charitable giving; Volunteering in the community; Corporate policies that benefit the environment*

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*Corporate Social Responsibility (CSR) Definition*  
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programs center around the idea that businesses can make the world a better place, or at the very least, they can reduce their negative social and environmental footprint on the world.

*Corporate Social Responsibility: What Is It?*  
After outlining a bit of history of corporate social responsibility, where it came from, and how it made its way into today's world of business, Porter and Lee directly jump into their personal domains: marketing. Pretty much half of this book is about marketing and social marketing.

*Corporate Social Responsibility: Doing the Most Good for ...*  
Corporate social responsibility is all about companies playing their responsible part in society and giving back to society, and a big part of that is fundraising for worthy causes. Companies, customers and communities can and should thrive together.

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Corporate social responsibility (CSR for short) is the internationally regarded concept for responsible corporate behavior – although it is not clearly defined. In a nutshell, CSR refers to the moral and ethical obligations of a company with regards to their employees, the environment, their competitors, the economy and a number of other areas of life that its business affects.

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Corporate social responsibility (CSR) has many advantages that can apply to any business, regardless of its size or sector. Benefits of corporate social investment for businesses. The potential benefits of CSR to companies include: better brand recognition; positive business reputation; increased sales and customer loyalty; operational costs savings

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