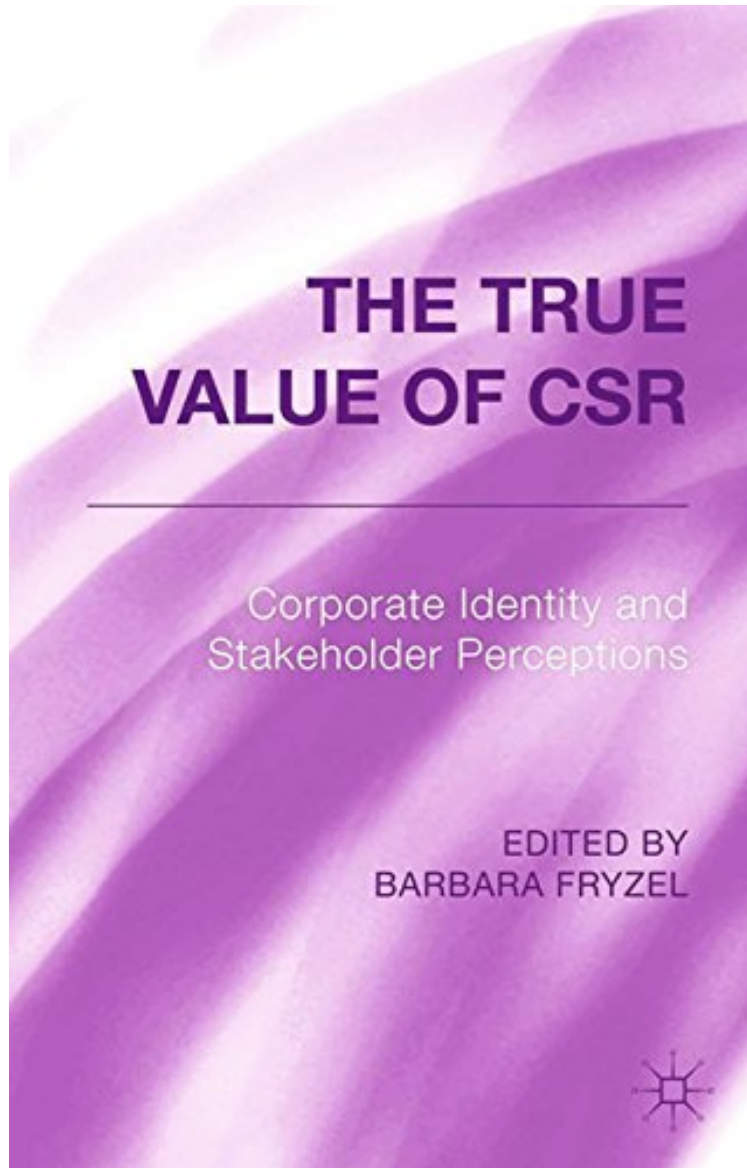


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# The True Value of CSR: Corporate Identity and Stakeholder Perceptions

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By considering the importance of Corporate Social Responsibility (CSR) as a business paradigm but also as a growing scepticism about its outcomes, *The True Value of CSR* answers questions about true value behind this concept, motivations of firms embedding CSR in their core strategies and a capacity of CSR to make a real difference on the market.