

Andreas Graf

Which improvements arise with the adaption of Creating Shared Value into the core strategy compared to the use of Corporate Social Responsibility

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Bibliographic information published by the German National Library:

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Imprint:

Copyright © 2016 GRIN Verlag
ISBN: 9783668563414

This book at GRIN:

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Fakultät Betriebswirtschaft und Internationale Finanzen

Bachelorthesis

im Studiengang Betriebswirtschaft

zur Erlangung des akademischen Grades

Bachelor of Science (B.Sc.)

**Which improvements arise with the adaption of Creating Shared Value into
the core strategy compared to the use of Corporate Social Responsibility**

vorgelegt von:

Andreas Graf

Ausgabedatum: 23.03.2016

Abgabedatum: 23.06.2016

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