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also more likely to say their strategy is 'very important' to their business (33 per cent) compared with other survey respondents (8 per cent)." At the heart of the debate as to whether CSR improves profits is first how you define it.

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"It's not surprising," the Center says, that a survey it conducted last year found that while 66 percent of U.S. executives say corporate citizenship is a priority for their

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company, only 33 percent report they have succeeded in integrating corporate citizenship into management policies and processes.

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