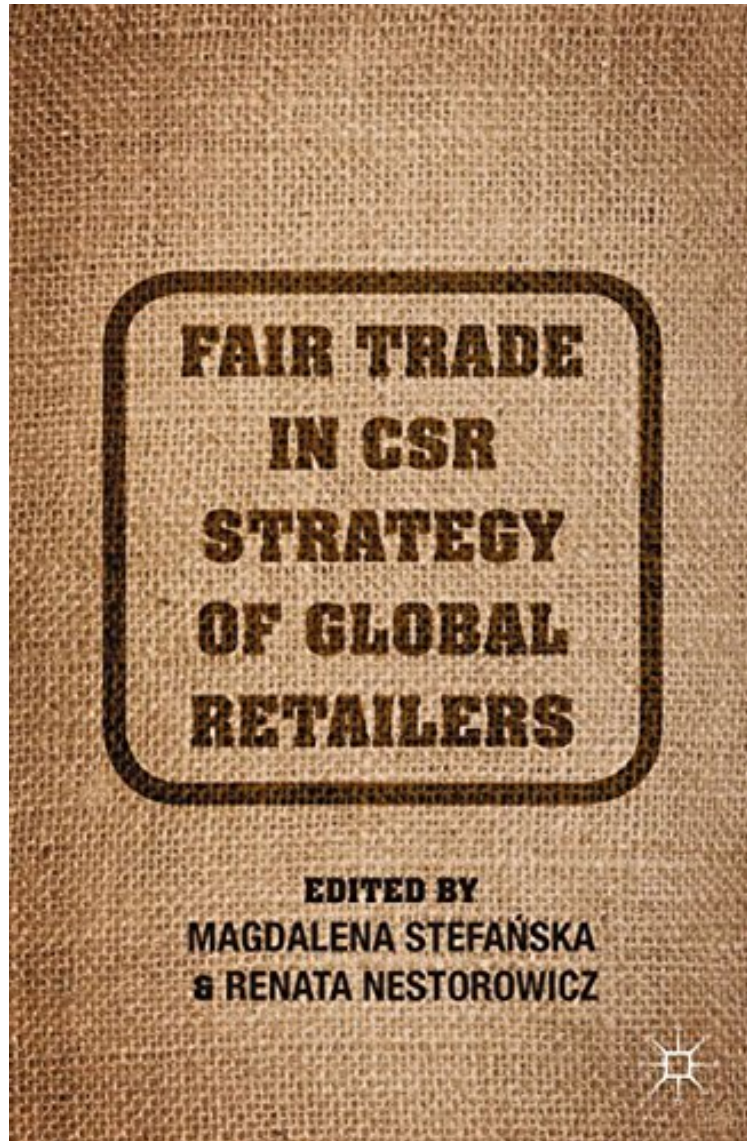


[DOWNLOAD] Fair Trade in CSR Strategy of Global Retailers

Fair Trade in CSR Strategy of Global Retailers

From Palgrave Macmillan
*ebooks | Download PDF | *ePub | DOC | audiobook*



[Download](#)

[Read Online](#)

2015-02-18 2015-02-18 File Name: B00VILICLE | File size: 23.Mb

From Palgrave Macmillan : **Fair Trade in CSR Strategy of Global Retailers** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Fair Trade in CSR Strategy of Global Retailers:

Fair Trade In CSR Strategy of Global Retailers shows how retailers can improve the success of their fair trade strategy. Using Polish market research, the authors analyze the aggressive and detrimental competition between retailers such as Ikea, and Tesco to emphasize the benefits of CSR strategy for stakeholders and society at large.

About the Author Magdalena Stefańska, Poznan University, Poland Renata Nestorowicz, Poznan University, Poland
Tomasz Wanat, Poznan University, Poland Ewa Jerzyk, Poznan University, Poland Henryk Mruk, Poznan University,
Poland Anna Rogala, Poznan University, Poland Grażyna Żmigielska, Cracow University of Economics, Poland
Ryszard Stefański, independent researcher