



## **Corporate Responsibility and Global Business: Implications for Corporate and Marketing Strategy**

**Conference hosted by London Business School  
13-14<sup>th</sup> July, 2006**

Co-Sponsored by the Aspen Institute's Business and Society Program,  
Boston University School of Management, *California Management Review*,  
the Haas School of Business Center for Responsible Business (University of California, Berkeley)

**CSR** has never been more prominent on the corporate agenda – indeed it has been suggested that the joint pressures of corporate competitiveness, corporate governance and corporate citizenship and the linkages between them will play a crucial role in shaping the agenda for business leaders in the coming decade.

The forthcoming conference focuses on the implications of:

- **Consumer behaviour, branding & corporate responsibility**
- **Marketing communications and corporate responsibility issues**
  - **'Mainstreaming' corporate responsibility**
  - **Marketing strategies for the 'Bottom of the Pyramid'**
    - **Metrics & reporting**
- **Corporate responsibility in developing economies**

Aimed at practitioners, business leaders, policy-makers and academics, our outstanding line-up of speakers and paper presentations will guide, teach, excite and challenge you to strive to bring CSR to the top of your organisation's agenda.

### **Conference co-chairs:**

**N. Craig Smith**, London Business School

**C.B. Bhattacharya**, School of Management, Boston University

**David Levine**, Haas School of Business, University of California, Berkeley.

For further information and to register your interest in this event, please e-mail the organiser, Anne Sandford on [asandford@london.edu](mailto:asandford@london.edu) A full programme and registration information will be available mid-April at <http://www.london.edu/facultyresearch9366.html>