



# Fair Trade In CSR Strategy of Global Retailers

*Stefanska, Nestorowicz*

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## **Fair Trade In CSR Strategy of Global Retailers** Stefanska, Nestorowicz

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.



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