Strategy in Action

Group simulation.

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After completion of board meeting 4 CSR increased from 40.3 to 43.3 which shows the implementation has succeeded in improving CSR. Even though this is a small increase it is still a positive, it suggests that achieving a high CSR could be achieved in the long run and it is not a short term fix. After implementing this strategy share price rose from £2.16 to £2.68 which proves that improving sustainability or rather CSR is attractive to shareholders.
4.0 References


