

# Fortify Your Reputation: Where Corporate Responsibility Meets Brand Marketing

## Sourcing Resources

**Forbes: When it Comes to CSR, Size Matters**

<https://www.forbes.com/sites/insead/2013/08/14/when-it-comes-to-csr-size-matters/>

**Forbes: The Companies With the Best CSR Reputations**

<https://www.forbes.com/sites/jacquelynsmith/2013/10/02/the-companies-with-the-best-csr-reputations-2/#3276126534ff>

**Forbes: How To Heed BlackRock's Call For Corporate Social Responsibility**

<https://www.forbes.com/sites/hbsworkingknowledge/2018/02/03/how-to-heed-blackrocks-call-for-corporate-social-responsibility/#2f7d840290a3>

**Forbes: Want To Engage Millennials? Try Corporate Social Responsibility**

<https://www.forbes.com/sites/marissaperetz/2017/09/27/want-to-engage-millennials-try-corporate-social-responsibility/#73fba7856e4e>

**Forbes: Corporate Social Responsibility: It's All About Marketing**

<https://www.forbes.com/2009/11/20/corporate-social-responsibility-leadership-citizenship-marketing.html#3d8315062795>

**CauseCast: Being a Good Corporate Citizen is Good Business...But Can you Prove It?**

<https://www.causecast.com/blog/being-a-good-corporate-citizen-is-good-business...but-can-you-prove-it>

**CauseCast: How Corporate Social Responsibility Alleviates Public Distrust**

<https://www.causecast.com/blog/how-corporate-social-responsibility-alleviates-public-distrust>

**CauseCast: Taking the "I" Out of Corporate Volunteering**

<https://www.causecast.com/blog/taking-the-i-out-of-corporate-volunteering>

**Aldrich Advisors: Why Social Responsibility is Good for Business**

<https://aldrichadvisors.com/aec-corporate-social-responsibility/>

**Huffington Post: Which Industry Has an Unfair CSR Advantage?**

[https://www.huffingtonpost.com/ryan-scott/which-industry-has-an-unf\\_b\\_12326178.html](https://www.huffingtonpost.com/ryan-scott/which-industry-has-an-unf_b_12326178.html)

**Build Abroad: Social Responsibility: How Does it Relate to Architects and Firms?**

<https://www.buildabroad.org/2016/12/14/social-responsibility/>

**Corp Magazine: Corporations are discovering the benefits of being a good citizen**

<https://www.corpmagazine.com/features/corporations-are-discovering-the-benefits-of-being-a-good-citizen/>



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