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during the last 25 years, there has been debate about the value of corporate social responsibility (csr), particularly as it relates to the rise of "ethical consumers."

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citation: marylyn carrigan, ahmad attalla, (2001) "the myth of the ethical consumer – do ethics matter in purchase behaviour?", journal of consumer marketing, vol ...

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genre/form: electronic books: additional physical format: print version: devinney, timothy m. myth of the ethical consumer. leiden : cambridge university press, ©2010

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