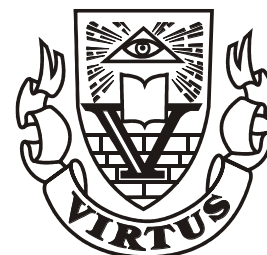


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THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON BRAND LOYALTY 8

Belinda Dapi, Maxwell Agabu Phiri

This article describes corporate social responsibility (CSR) as an organisational tool whose successful implementation can be used to gain brand loyalty. The key objectives of the study for the article were to determine consumer attitudes towards specific CSR programs, determine the impact of CSR on brand image and brand loyalty and determine what kinds of CSR programs are considered to be adequate by consumers to qualify as socially responsible. The main findings of the study were that although most consumers were not aware of what CSR as a concept is, they felt that companies are obligated to be socially responsible.

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Melody Brauns, Anne Stanton

For years it has been argued that implementation failure is one of the main reasons why policies do not yield the results expected. In South Africa, a version of this argument, which often features, is that good policies are drawn up but then not implemented. Government failure is a reality. Just as corporations survive according to whether they make good decisions, so to governments fall or are re-elected on whether they make good decisions. This paper investigates good governance and the implementation of National Health Insurance in the public health sector.

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The purpose of this paper is to evaluate the effectiveness of strategies implemented by Non-governmental organisation (NGOs) for poverty alleviation in Zimbabwe with specific reference to Zimbabwe's Binga Rural District. The qualitative research methodology was employed in the article. Data were collected using questionnaires and interviews. Findings indicated that NGOs do not adequately fulfil the needs of the poor due to ineffective strategies that they implement. There is insufficient understanding of the livelihoods of the poor in Binga, hence the need for participatory development approaches. Deepening and widening poverty in the rural areas that are currently served by NGOs is an indicator that their poverty alleviation strategies are inadequate and ineffective to deal with poverty in these rural areas. The paper recommends a policy shift by both NGOs and the government to improve the poverty reduction strategies used by NGOs.

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Louise van Scheers, Jacques van Scheers

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Pompeu Casanovas

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