**NAME(S):………………………………………………………………………………………**

**PR, CORPORATE IDENTITY VERSUS CORPORATE IMAGE**

**ACTIVITY/TASK**

|  |  |
| --- | --- |
|  | **ONE EXAMPLE (TEXT + PICTURES)** |
| CSR (Corporate Social Responsibility) |  |
| CRM (Cause related marketing) |  |
| White washing |  |
| Lobbying |  |