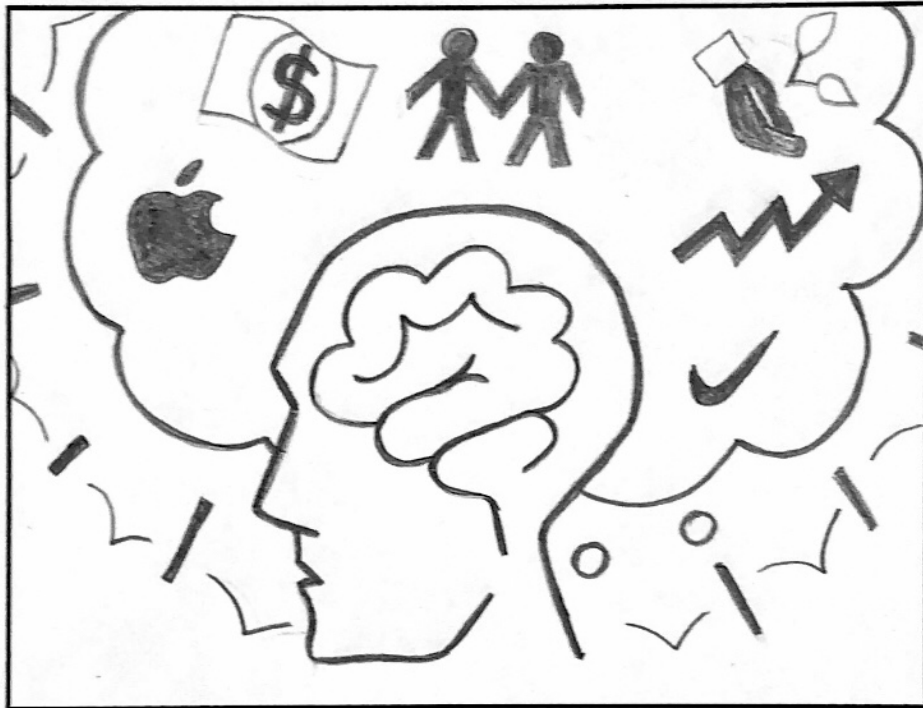


A Story of Corporate Social Responsibility (CSR) Attributions

Famke Hansen

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Original paper:

Ellen, P. S., Webb, D. J., & Mohr, L. A. (2006). Building Corporate Associations: Consumer Attributions for Corporate Socially Responsible Programs. *Journal of the Academy of Marketing Science*, 34(2), 147-157.

<https://doi.org/10.1177/0092070305284976>

Project created for the class:

Visual Thinking and Composition, Winter 2019

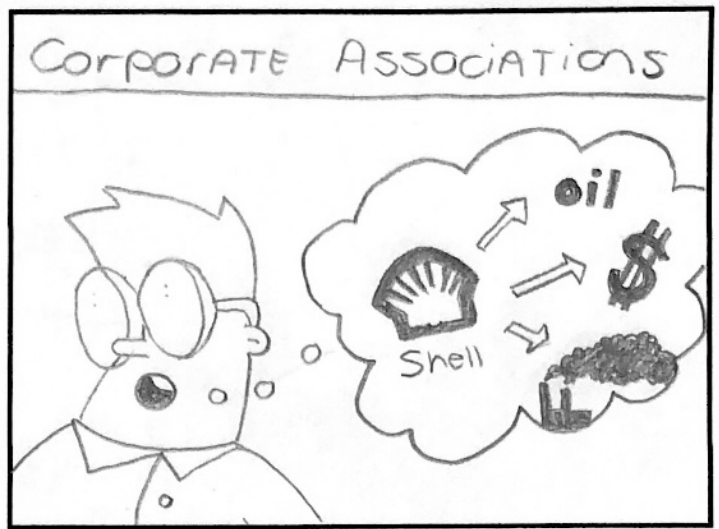
Tilburg University, Department of Communication and Cognition

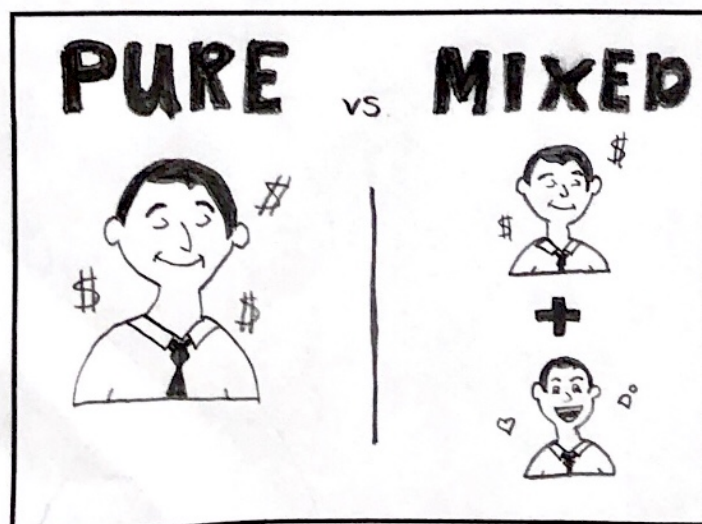
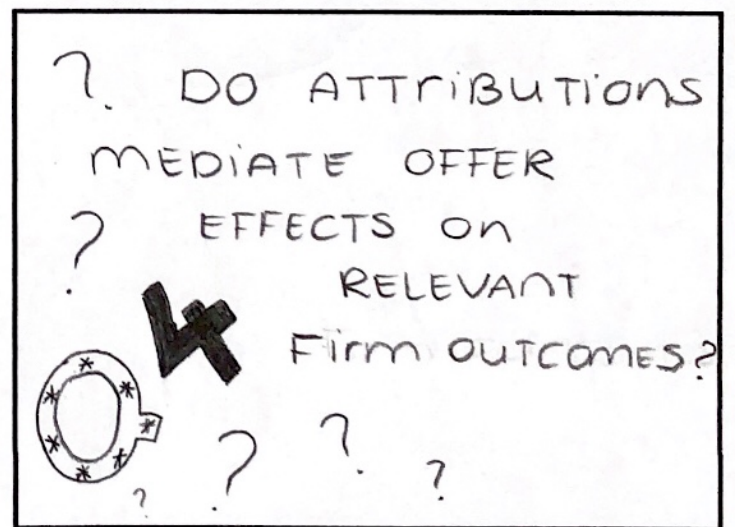
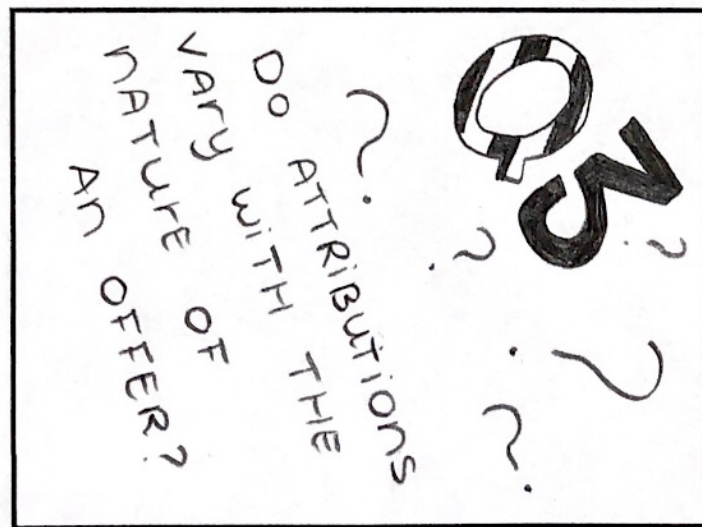
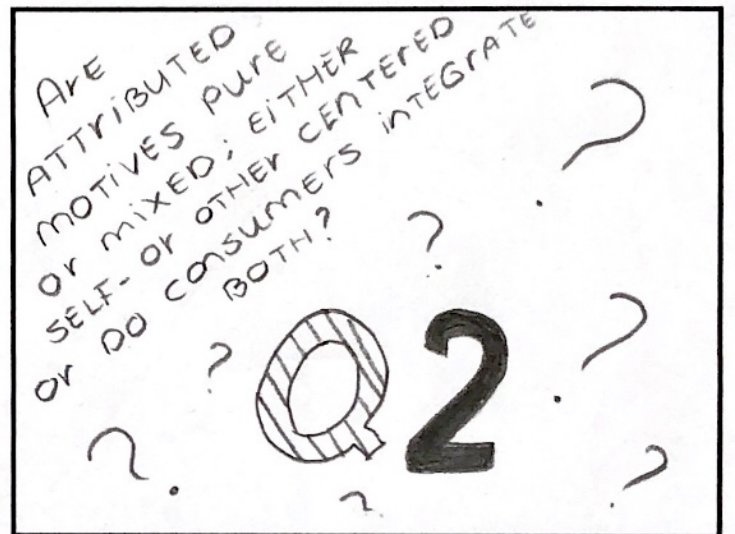
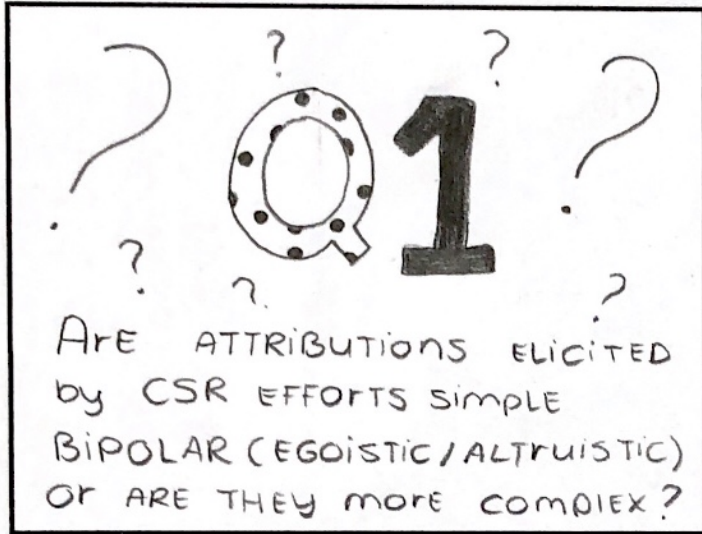
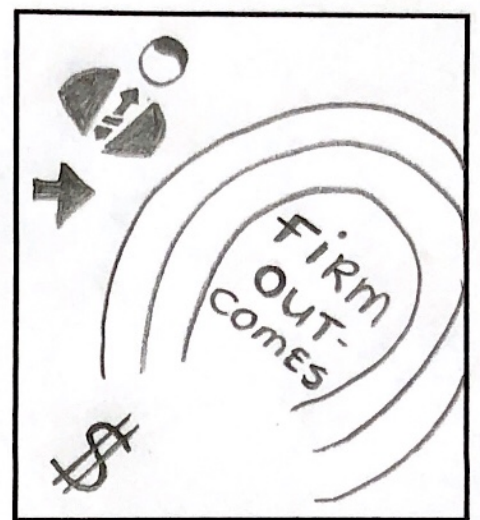
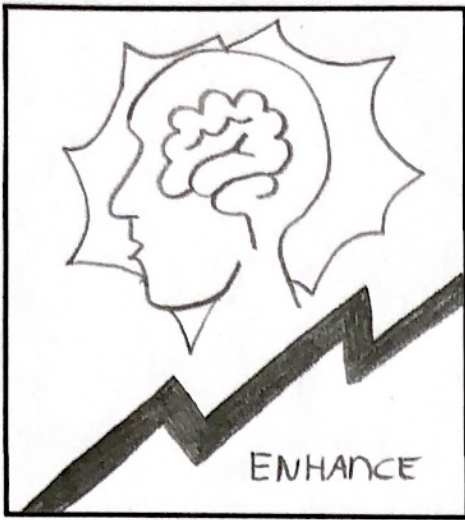
Instructor:

Neil Cohn, neilcohn@visuallanguagelab.com, www.visuallanguagelab.com

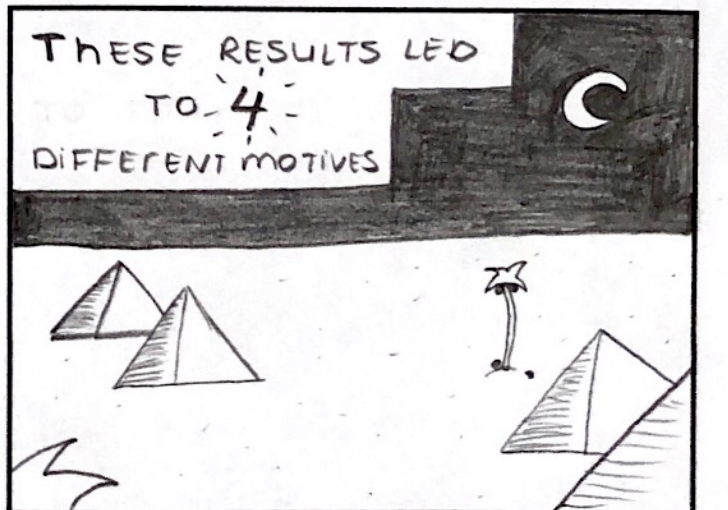
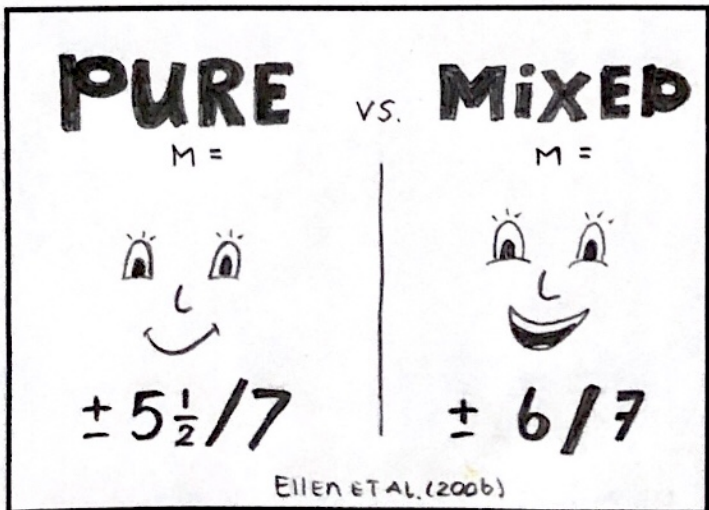
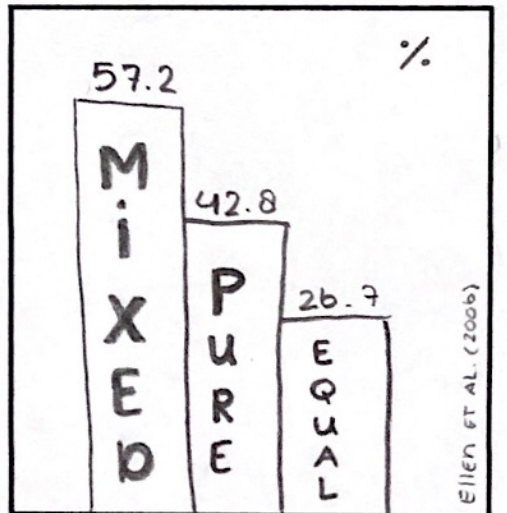
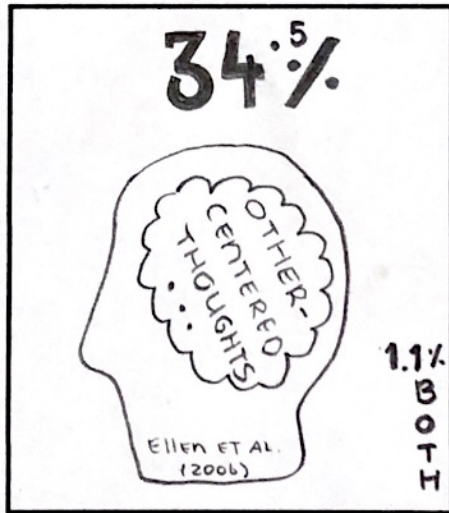
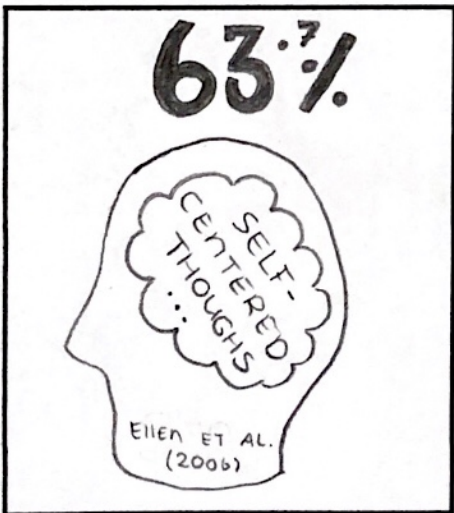
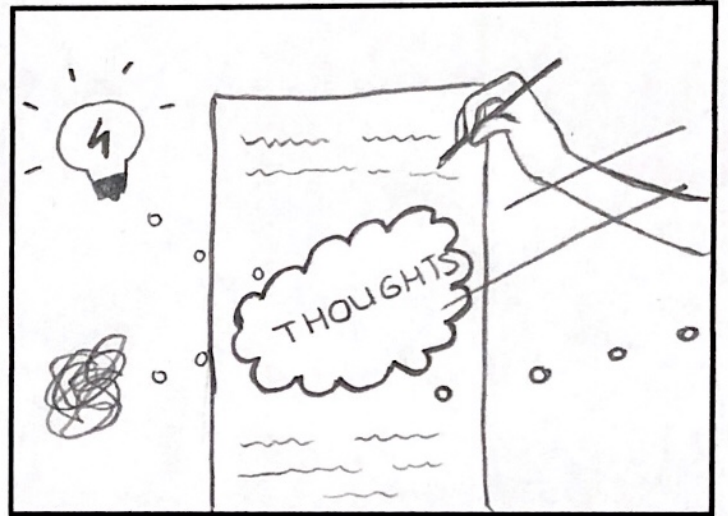
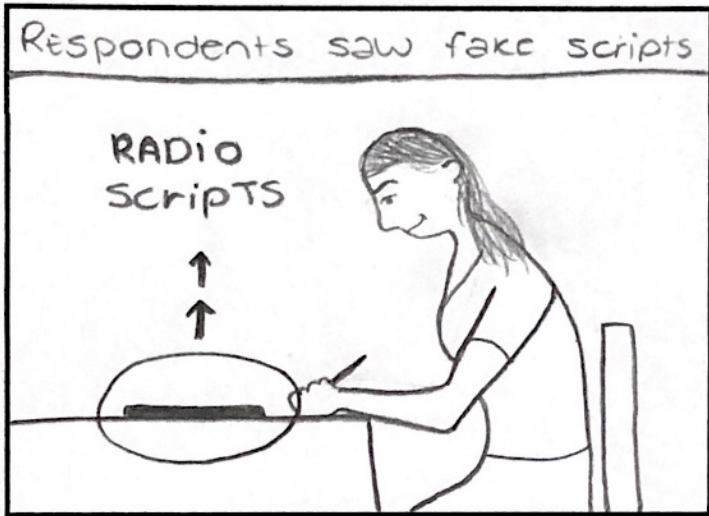
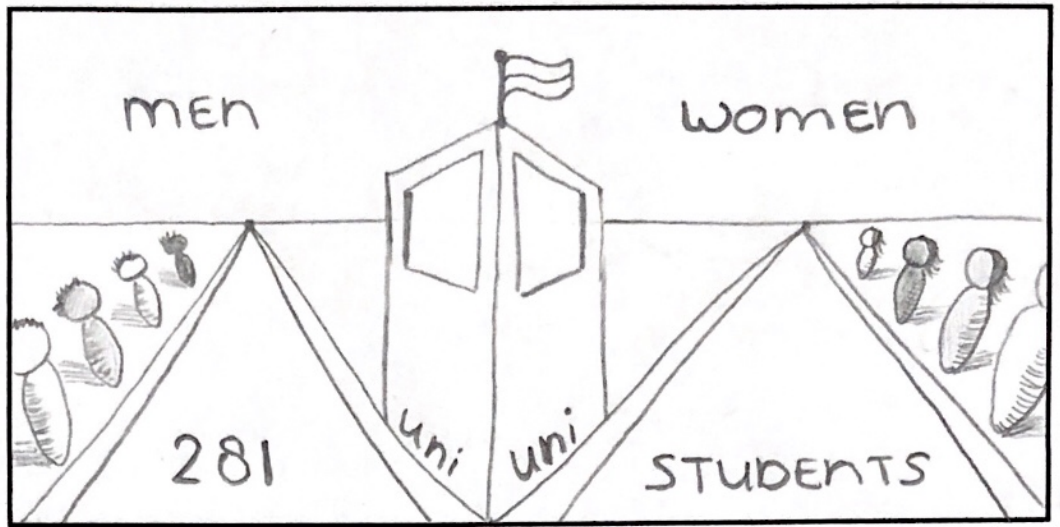
CORPORATE ASSOCIATIONS

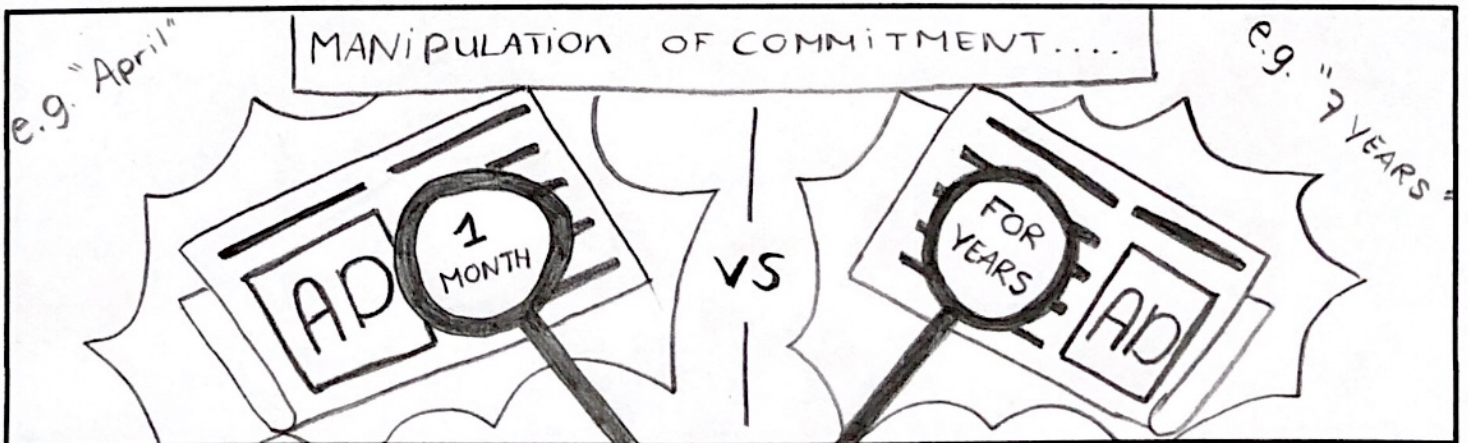
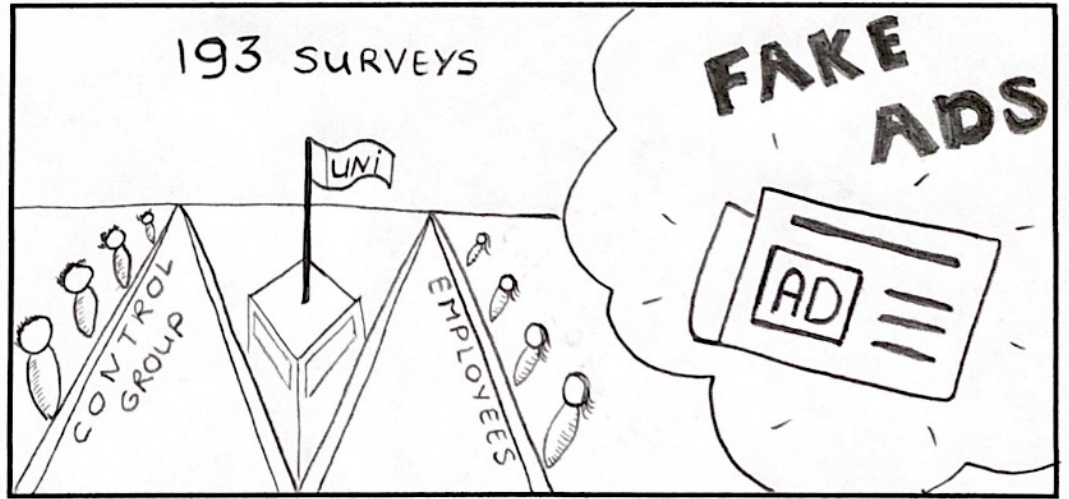
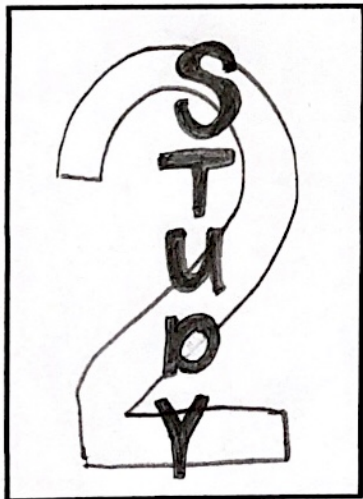
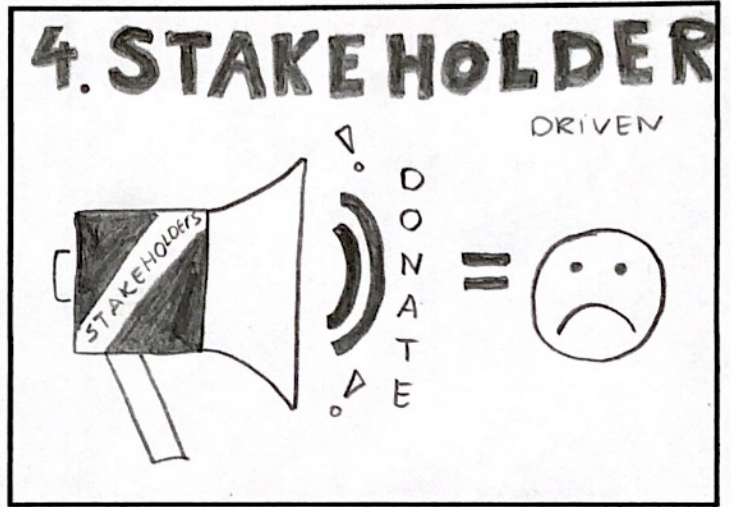
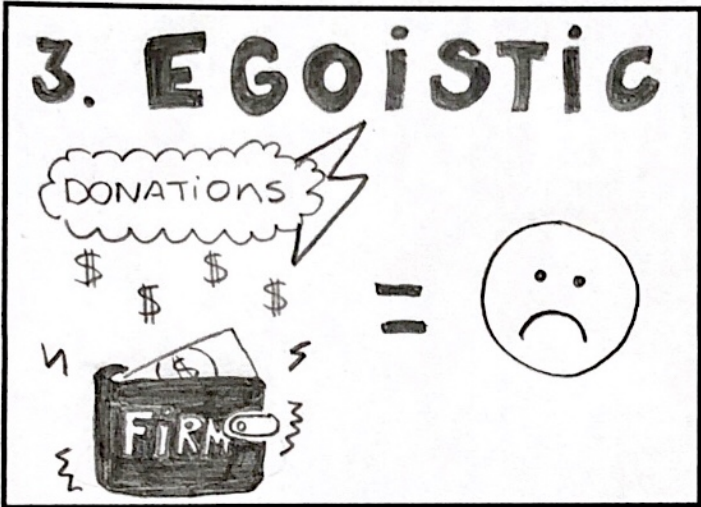
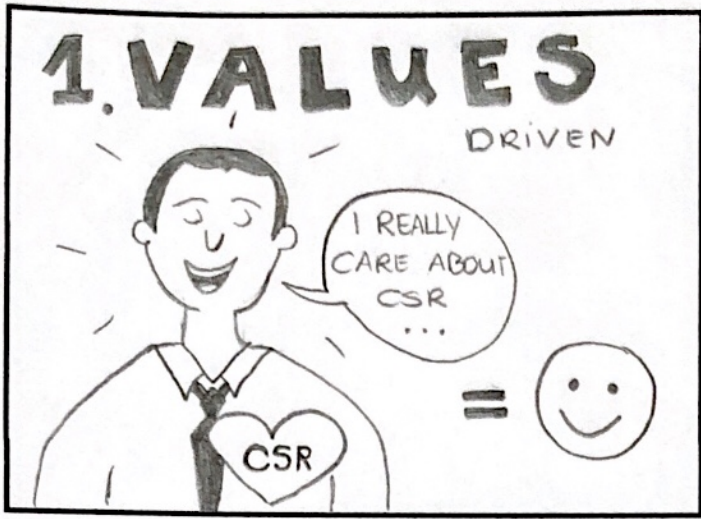
By: Ellen, Webb & Mohr
2006

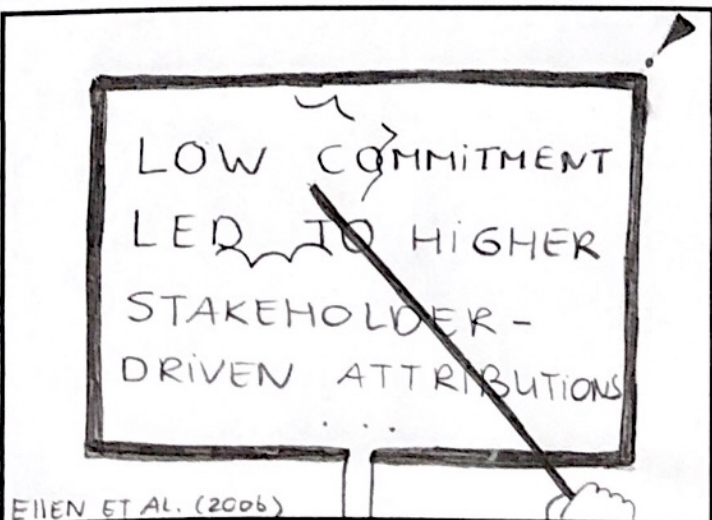
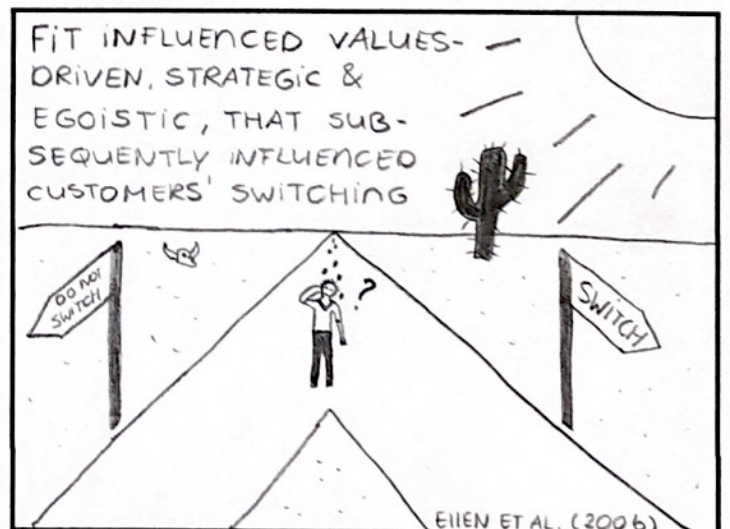
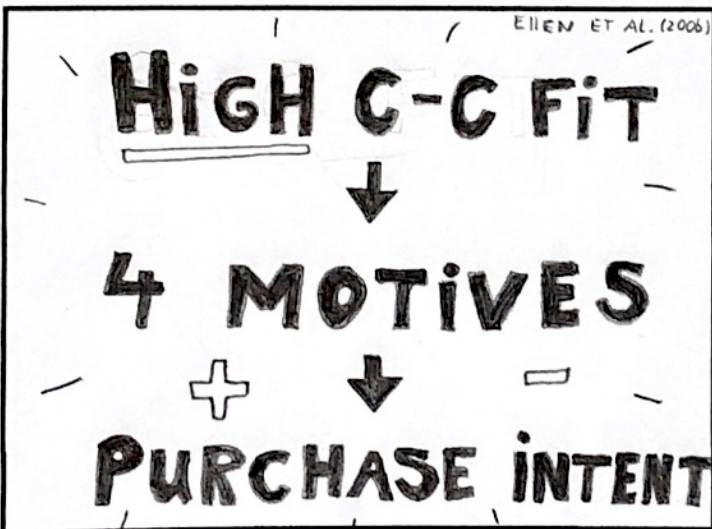
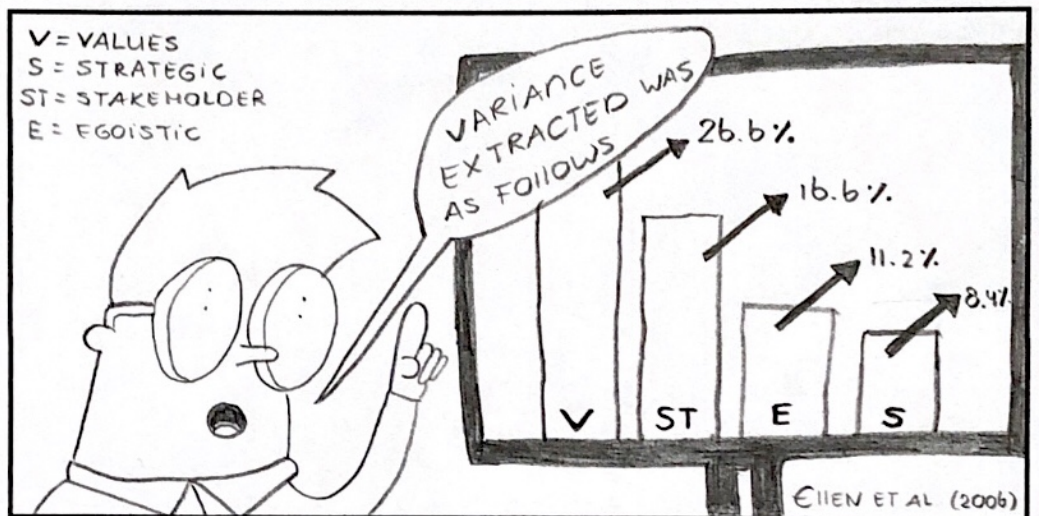
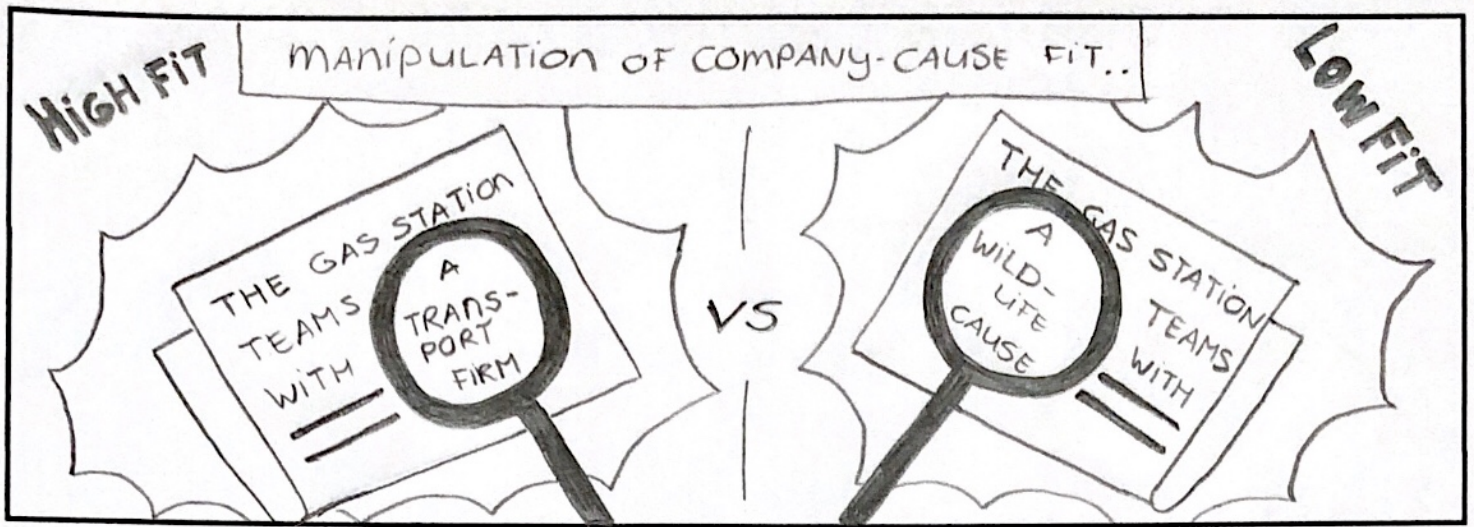




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