



How to use CSI projects to build your brand

Now it may be that you think CSI (Corporate Social Investment) is just to make you and the government feel good about your company. Fair enough, it probably does to some extent. But are you harnessing the power of CSI to grow your brand massively? Corporate Social Investment is not a task, or just a cost you have to budget for as part of your duties. It's an opportunity to build your brand! Let us show you how!

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