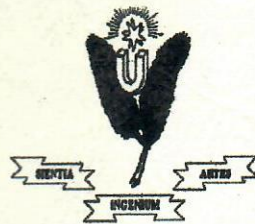


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**CORPORATE SOCIAL RESPONSIBILITY, A TOOL FOR
BUILDING AND PROTECTING THE CORPORATE
IMAGE AND REPUTATION: THE CASE OF
'GUINNESS CAMEROUN'**

**A dissertation presented and publicly defended in partial fulfilment of the
requirements for the Award of a Bachelor of Arts Degree in Mass
Communication**

SPECIALISATION: *PUBLIC RELATIONS*

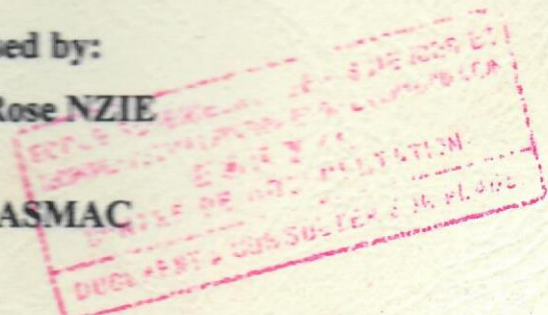
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