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Chapter 3

- 1. An interest group that works within the legal-political framework to influence companies to behave in socially responsible ways. (8,5)
- 2. People and organizations in the environment who acquire goods or services from the organization. (9)
- 3. Other organizations in the same industry or type of business that provide goods or services to the same set of customers. (11)
- 4. People and organizations who provide the raw materials the organization uses to produce its output. (9)
- 5. A planned activity at a special event that is conducted for the benefit of an audience. (8)
- 6. The combining of two or more organizations into one. (6)
- 7. A strategic alliance or programme by two or more organizations. (5,7)
- 8. The set of key values, beliefs, understandings and norms that members of an organization share. (7)
- 9. An object, act or event that conveys meaning to others. (6)
- 10. A phrase or sentence that succinctly expresses a key corporate value. (6)