***Conclusions - CSR Essay***

* What is the purpose of a conclusion?
* What are the key elements of a conclusion?
* How many paragraphs should a conclusion to a discussion essay have?
* How does the writer express an opinion in the conclusion? Is the first person (‘I think’) used?
* Are sub-headings used in a discussion essay?
* Are references used in the conclusion?
* Should new material be introduced in the conclusion?
* ***Return to Thesis statement***
* This essay has analysed/explored/investigated the challenges of CSR in relation to a case study…
* ***Summary***
* In summary, this essay has explored evidence in support of the thesis that CSR can promote brand enhancement...
* The key issues raised in this essay can be summarised as follows...
* In brief, there are many arguments in favour of...
* ***Concluding Statement***
* In conclusion, CSR has become a necessary strategy/ a challenge to share value maximisation...In particular, there is the need to evaluate the effects of CSR on the public/consumer behaviour…
* Of key significance/ relevance/As a conclusion, Of particular note, ...
* It could be argued that CSR is a means to enhance brand image/maximise shareholder value/contribute to all stakeholders…
* ***Recommendations***
* It is suggested/proposed that CSR should be encouraged/discouraged by ...
* As a recommendation, it could be argued that a CSR policy is beneficial/ advisable for supermarkets due to...