***Evaluation***

To attain a high mark in essay writing, it is essential to evaluate the information you have sourced. This evaluation shows your ability to reflect and analyse and understand the significance of the points raised. Evaluation can help you conclude clearly and fully on the topic overall.

The expressions used to show critical thinking could include the following:

This is relevant because

This is a significant point in the sense that

The relevance of this statement is that

It is important to note therefore that

This view is questionable because

This view could be challenged however because

It is notable / of particular note that this author

The importance/significance of this statement is that

This idea seems valid/ spurious/ reasonable because

This suggests /implies/signifies that

* Now review the following statements on corporate social responsibility (CSR) and comment using your critical thinking skills.
1. CSR represents an additional burden on a business.
2. Friedman (1970) argues that companies as agents cannot make ethical decisions: only individuals as principals can act ethically.
3. Mintzberg (1983) proposes that global companies, by virtue of their size, cannot be isolated from the society in which they operate.
4. Consumers may be influenced in their buying decisions by the reputation of a brand.
5. Elkington (1994) suggests that the performance of a company should be measured not just in terms of profit, but also in relation to its impact socially and environmentally.
6. A CSR strategy has become the new norm for global companies but smaller companies may not consider this approach.
7. There has been a substantial growth in ethical investors and consumers.
8. Sustaining a positive image can be seen as a core aim of a visible brand such as Tesco.
9. Advertising may promote a seemingly ethical image for a brand.
10. Unethical behaviour by companies such as tax avoidance and misrepresentation of accounts may result in a consumer backlash or even boycotts.
11. A company with a sustainable brand such as VW will lose shareholder value if its reputation is undermined.
12. Global companies do not have the skills or power to resolve the social and environmental challenges of the wider society.