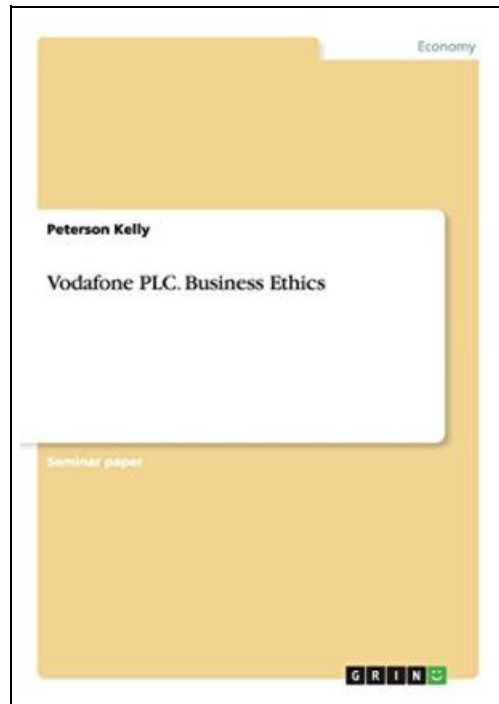


## Vodafone PLC. Business Ethics



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GRIN Verlag GmbH. Paperback. Condition: New. 20 pages. Dimensions: 10.0in. x 7.0in. x 0.1in. Seminar paper from the year 2012 in the subject Business economics - Business Ethics, Corporate Ethics, grade: B, University of Cambridge, language: English, abstract: Today every business is trying to mould its activities in order to serve the society and gain its trust by keeping in mind the welfare of its customers, employees, stakeholders, external parties and also consider the environmental impact it causes along with other factors that eventually impact the growth of the business. Companies today are focusing more on being responsible i. e. maintaining business integrity than just making profits. Vodafone plc. is one such company that allows corporate social responsibility (CSR) activities to hold a substantial part in conducting its business activities and also drafting their strategies in a manner that helps it acquire its business goal responsibly The main goal of Vodafone plc is to act responsibly. As said by Guy Laurence the CEO of Vodafone UK, with growth comes real responsibility and Vodafone justifies this action of being responsible by maintaining reliability, by operating in a way that attracts employees to work for them and by making customers put their trust in them. (Madeineurope. ru n. d. ) As a brand Vodafone is currently positioned 2nd by brand finance as UK most valuable brand, its ranked 17th by Millward Brown as brands top 100 brand ranking, 13th by brand finance as brand finance global 500(1000), 10th by clear M and C Saatchi as top desirable handheld technology brands in Australia, and 64th by Barrons as worlds most reputable company. (Rankingthebrands. com 2013) The rankings above show Vodafones strong brand value. It provides competitive advantage to the company and makes it stand out in the telecommunication sector. It shows the amount of...



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