

Content

Introduction	5
1. The concept of the Corporate social responsibility.....	5
2. The advantages of being a socially responsible company.....	6
2.1 CSR and brand differentiation	7
2.2 Greater attractivity for investors	7
3. Measuring the corporate social responsibility	8
3.1 Dow Jones Sustainability Indexes.....	9
3.2 FTSE4Good Index	11
3.3 Ethibel Sustainability Index.....	13
3.4 Natur-Aktien-Index	15
Conclusion	20
References	21