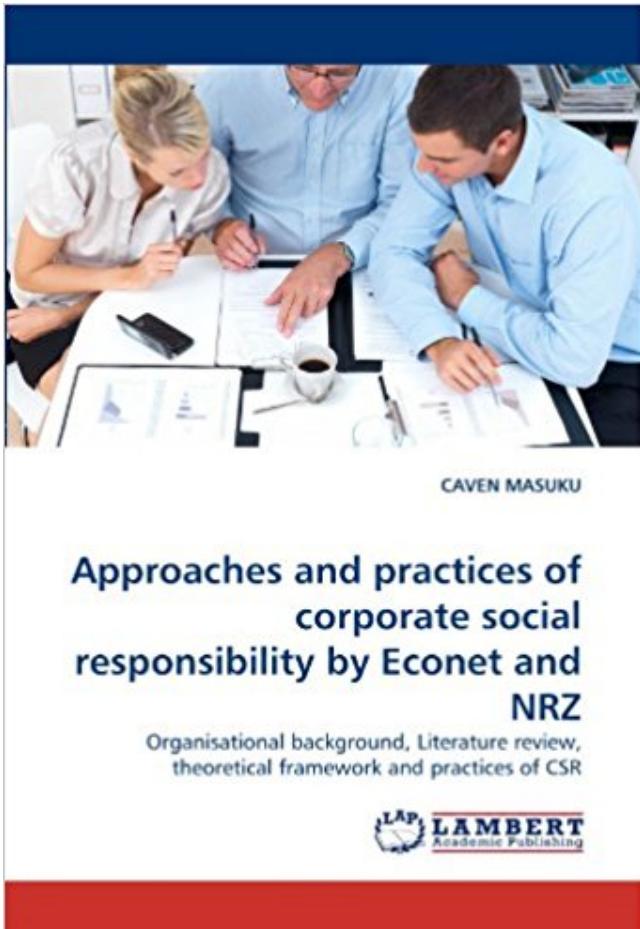


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## Description

This Handbook is about the practices and approaches of corporate social responsibility (CSR) programmes by Public Relations (PR) department. The book deals with how PR personnel can partake in the initiation and implementation of CSR as part of management. CSR is enshrined in the corporate organisation's policy and is a process of communicating with both the Internal and External publics. This book was compiled using two corporate organisations from Zimbabwe. The book was produced by Caven Masuku from Midlands State University in the Media and Society Studies Department in 2010, when he was doing his Masters degree. This book is dedicated to my late Father, Pamu Masuku and the late mother Moraine Jubani. They taught me to be hardworking, persistent, persevere and excel in all that I do. Their guidance and words of advice and wisdom took me up every ladder I've climbed in my life. Through joy and tears, your words persist to orient me. My special thanks goes to EZ Mugari and Mr and Mrs Oppenheimer for the assistance they offered me.



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