



## The influence of Corporate Social Responsibility (CSR) on Taiwanese Consumers' Purchase Intention and Brand Image in the Diamond Industry

By Peter Maine

GRIN Verlag Feb 2014, 2014. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Research Paper from the year 2011 in the subject Business economics - Business Management, Corporate Governance, grade: A, University of Kent, course: BA, language: English, abstract: In spite of the pessimistic worries of the global economy, in 2011 the global diamond industry performed successfully beyond expectation. A total of 124 million carats of rough diamonds, which is worth of \$15 billion, were excavated (AWDC, 2013). According to the industry consulting organization, Bain & Company (2013), 'those stones were worth \$24 billion after moving through the chain of dealers, cutters and polishers, on their way to making diamond jewellery worth \$71 billion at retail'. They also reported that compared to 2010, the global diamond sales significantly increased by 18% to \$71 billion, close to the 2007 peak of \$73 billion before the crisis. IDEX (2013) and Tacy LTD (2013) indicated that the majority of growth contributed to the mounting demand from Chinese and Indian markets. De Beers, which is reviewed in this proposal as an example of the world's leading diamond company for more than a century, reached...



**READ ONLINE**  
[ 6.49 MB ]

### Reviews

*The publication is easy in read through safer to comprehend. It is actually loaded with wisdom and knowledge Its been printed in an extremely simple way and is particularly simply right after i finished reading through this pdf where actually modified me, affect the way i believe.*

-- Ms. Clementina Cole V

*This is the very best publication i have got read until now. It is definitely simplified but shocks within the fifty percent of the pdf. You may like how the article writer create this pdf.*

-- Rosario Durgan

## See Also



### Psychologisches Testverfahren

Reference Series Books LLC Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 249x191x7 mm. This item is printed on demand - Print on Demand Neuware - Quelle: Wikipedia. Seiten: 100. Kapitel: Myers-Briggs-Typindikator, Keirsey Temperament Sorter, DISG, Eignungstest für das Medizinstudium, Adult Attachment Interview,...



### Programming in D

Ali Cehreli Dez 2015, 2015. Buch. Book Condition: Neu. 264x182x53 mm. This item is printed on demand - Print on Demand Neuware - The main aim of this book is to teach D to readers who are new to computer programming. Although...



### Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities

HarperCollins Publishers Inc, United States, 2016. Paperback. Book Condition: New. Reprint. 203 x 135 mm. Language: English . Brand New Book. An international bestseller, Barbara Coloroso s groundbreaking and trusted guide on bullying-including cyberbullying-arms parents and teachers with real solutions for a...



### Two Treatises: The Pearle of the Gospell, and the Pilgrims Profession to Which Is Added a Glasse for Gentlewomen to Dresse Themselves By. by Thomas Taylor Preacher of Gods Word to the Towne of Reding. (1624-1625)

Proquest, Eebo Editions, United States, 2010. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.EARLY HISTORY OF RELIGION. Imagine holding history in your hands. Now you can. Digitally preserved and previously accessible...



### Two Treatises: The Pearle of the Gospell, and the Pilgrims Profession to Which Is Added a Glasse for Gentlewomen to Dresse Themselves By. by Thomas Taylor Preacher of Gods Word to the Towne of Reding. (1625)

Proquest, Eebo Editions, United States, 2010. Paperback. Book Condition: New. 246 x 189 mm. Language: English Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.EARLY HISTORY OF RELIGION. Imagine holding history in your hands. Now you can. Digitally preserved and previously accessible only...



### Influence and change the lives of preschool children(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2011-01-01 Language: Chinese Publisher: Jincheng Press only genuine new book - book shelves No picture if you look...