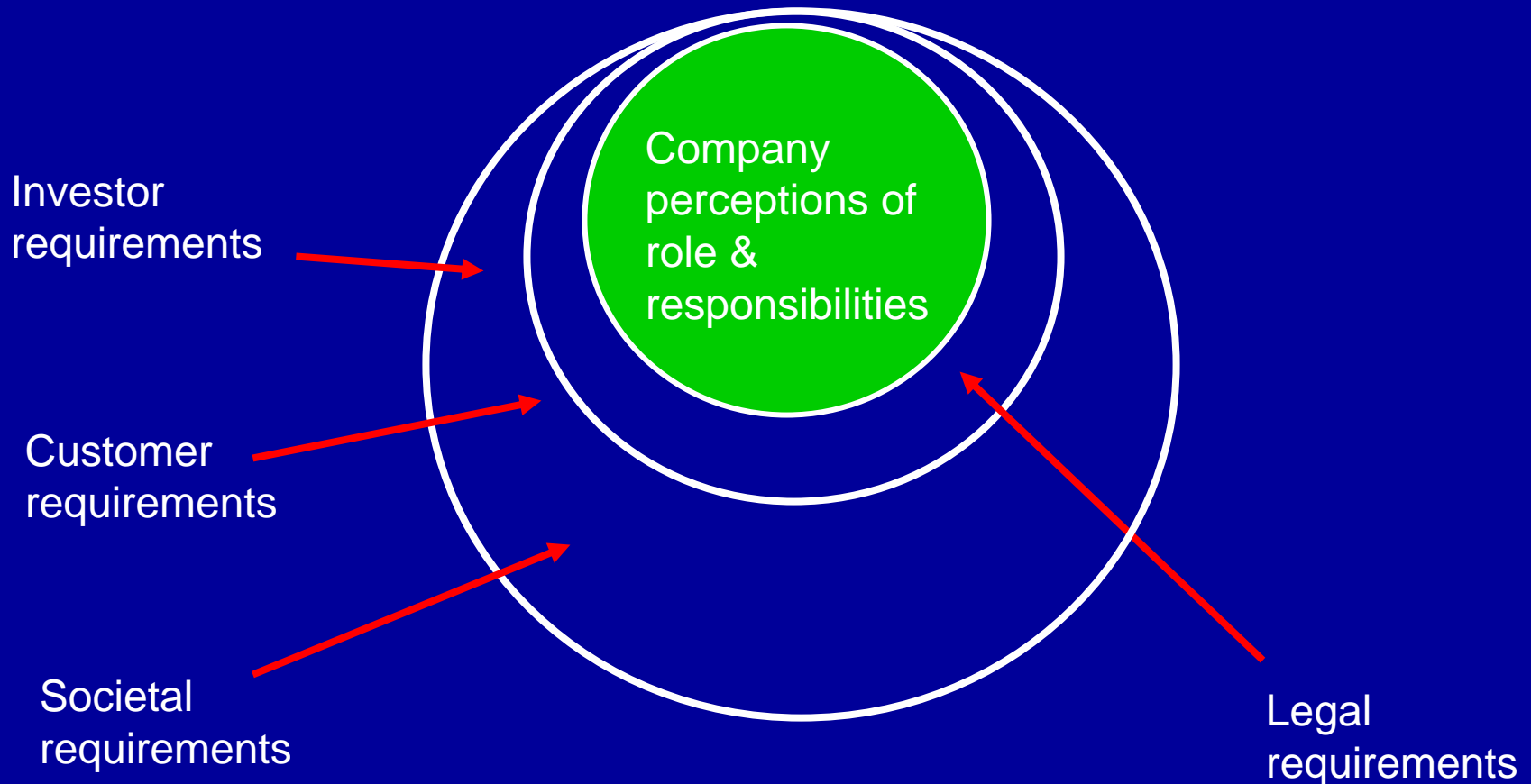


# What 'Responsible Business Conduct' means

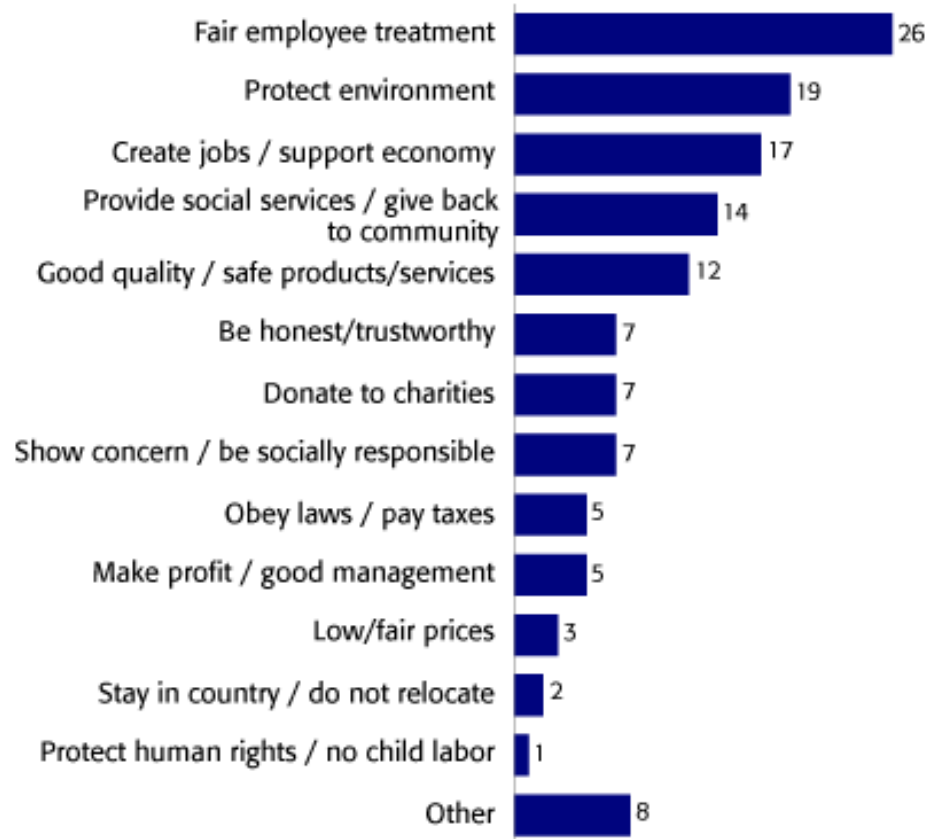


# What 'Responsible Business Conduct' means



## Most Important Thing a Company Can Do to Be Seen as Socially Responsible

Open-Ended, Total Mentions, Average of 20 Countries,\*  
General Public (n=2,274), 2005



\*Asked in Argentina, Australia, Brazil, Canada, Chile, China, France, Germany, Great Britain, India, Indonesia, Italy, Mexico, Philippines, Russia, South Africa, South Korea, Switzerland, Turkey, USA  
Subsample: Asked of 100 respondents in each country