

Seattle Daily Journal of Commerce, June 26, 2008

Corporate social responsibility turns green

The most successful businesses will find a way to combine profits with helping the environment

By Hilary Feier and Val Haskell

The notion of corporate social responsibility (CSR) is experiencing a tremendous surge of popularity nationwide, as well as in the Seattle area. CSR involves a company's effort to minimize its impact on the environment, better engage employees and take care of them in ways beyond a paycheck, and give back to the community. Some consider CSR a natural and necessary evolution in corporate responsibility for helping people and the planet.

To read the full article, go to <http://www.djc.com/news/en/11202002.html>.