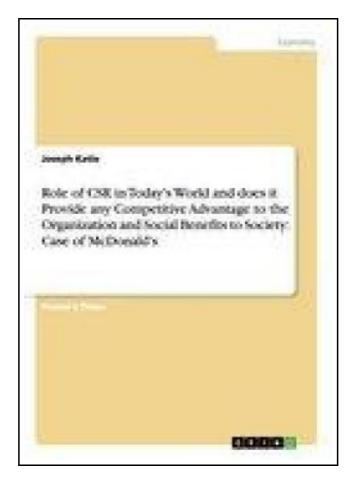
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ROLE OF CSR IN TODAY'S WORLD AND DOES IT PROVIDE ANY COMPETITIVE ADVANTAGE TO THE ORGANIZATION AND SOCIAL BENEFITS TO SOCIETY: CASE OF MCDONALD'S



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