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Singhapakdi, Karande, Rao) -
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How important are ethics and social
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Setting socially responsible marketing
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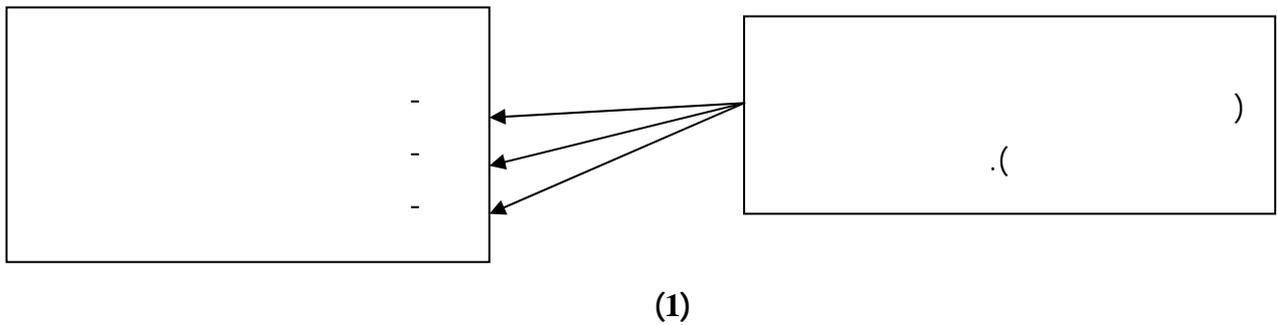
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30 %29.3 %93
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29.3%	66	30
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76.9%	173	
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%100.0	225	

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28.4%	64	5
42.7%	96	10 -6
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R		SIG T	T	T
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R		SIG	T	T
0.878		0.000**	1.96	27.395

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R		SIG T	T	T
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**The Fact of Adopting The Industrial Organizations of The Social Responsibility in Marketing:
(A Field Study on the Views of a Group of Cosmetics Producing Companies Directors)**

*Wafa Al- Tamimi **

ABSTRACT

This study aims at detecting the fact of adopting the social responsibility in marketing to cosmetics producing companies, and ascertaining from the existence of a relationship between adopting the social responsibility and the type thereof, discussed the following three types of Social Responsibility : Economic, social and balanced. 225 out of 270 directors of the key positions in the above companies were the subject of the study. To test the study hypotheses of the study, simple regression analysis were applied to test the hypotheses and the results indicated the existence of the adopting of the Social Responsibility in marketing and the existence of a relationship of a statistic indication between the social responsibility in marketing with every Pattern of the Social Responsibility adopting types of the cosmetics producing companies

KEYWORDS: Social Responsibility, The Adoption Pattern of Social Responsibility, Cosmetics Producing Companies.