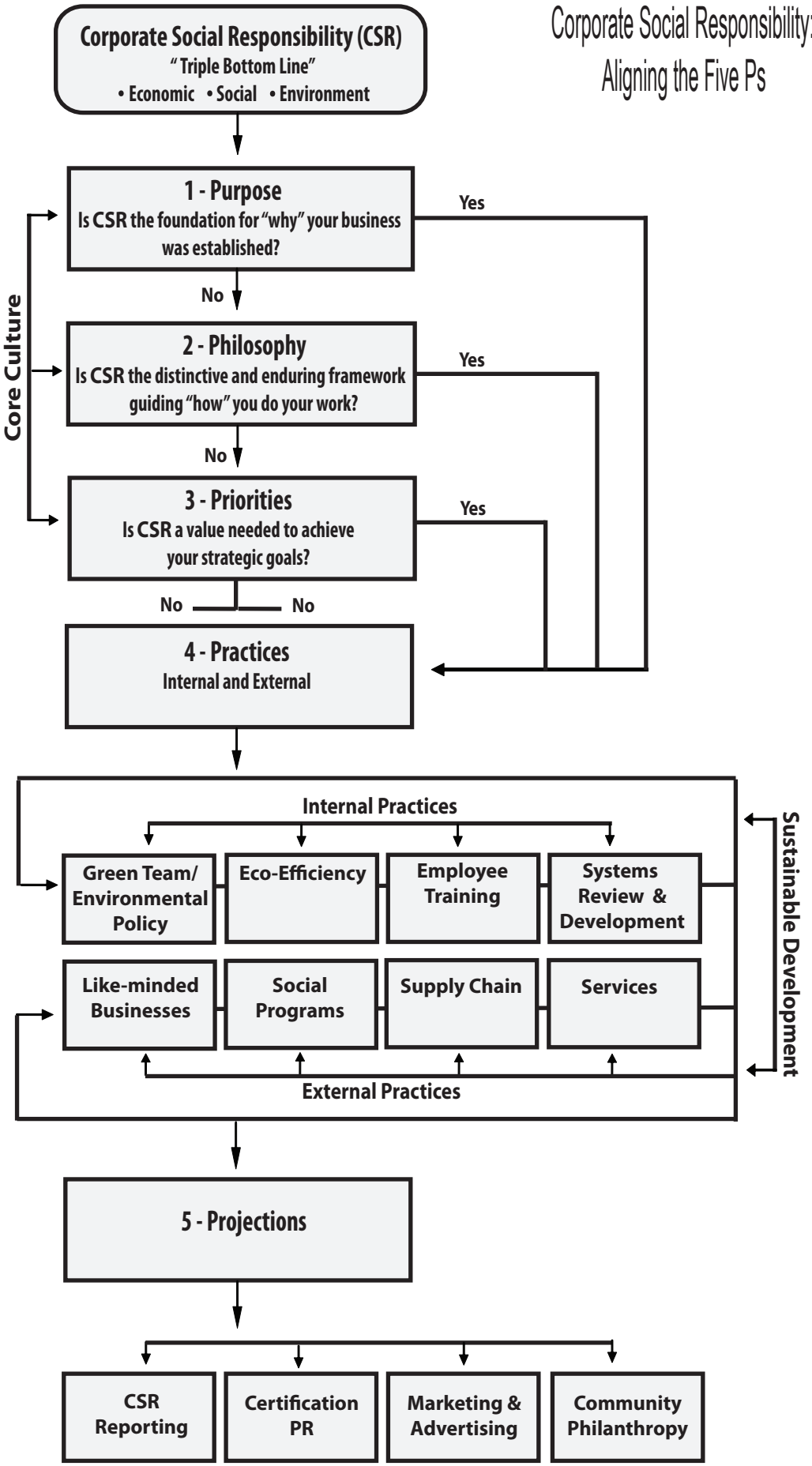Corporate Social Responsibility: Aligning the Five Ps