

# **Enhancing Brand Strategies through Corporate Social Responsibility. Human Rights Respect as a Recognized Value for Multinational Companies**

ELENA CANDELO

*Abstract:* The aim of this paper is to analyze the relationships between brand strategies and Corporate Social Responsibility policies implemented by multinational companies. The growing corporations needs to differentiate themselves from competitors and to consolidate their reputation and customer loyalty, combined with changes in social and technological environment, imply deep changes in brand strategies. The decision to be accountable in relation to their CSR activities also involves branding's choices and it is among the most relevant problems of business strategies. In this regard, the article discusses some options available for multinational companies branding strategies especially in relation to the issue of Human Rights.

*Keywords:* Brand, Accountability, Business strategy, Multinational companies, Human rights.