Chapter 11  
Social and Ethical Strategies

1. Examine Tencent’s website ([www.tencent.com](https://www.tencent.com/)). From a strategic perspective, what do you make of the focus on social and ethical practices compared to their products?
2. Visit the websites of PETA ([www.peta.org](http://www.peta.org)) and Greenpeace ([www.greenpeace.org](http://www.greenpeace.org)). What do these websites have in common in relation to their strategic approach in the way they project their organizations?