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those groups who have a stake in the business. STAKEHOLDERS' INFLUENCE ON THE ENVIRONMENTAL STRATEGY OF ... - ranking stakeholder relevance and identifying issues . The process of stakeholder mapping is as important as the result, and the quality of the process depends heavily on the knowledge of the people participating. Action: Gather a cross-functional group of internal participants to engage in this process. Identify sources external to the company who may have important knowledge about or ... BSR - Stakeholder mapping -

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