

Let's support the little guy - 27 Nov 2012

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Not only large corporates need to engage in CSI / CSR, says MD of PR Worx, Madelain Roscher, [SMEs need to get involved as well](#). According to Roscher, companies will see benefits in terms of brand recognition, increased sales, return on investment (ROI), tax benefits, and, most importantly, fostering trust with employees and the general public - all that while contributing to a greater good... What are you waiting for?!

Remember the ladies in orange at the 2010 FIFA World Cup who were accused of ambushing marketing for Bavaria? Well, Trade and Industry Minister Rob Davies has warned that [he'll be having none of that during AFCON 2013](#). Davies plans to designate the sporting event as a "protected event" to ensure stringent advertising laws are enforced.

Former MTN CEO Phuthuma Nhleko is a wanted man - [wanted by Anglo American that is, to take the helm](#). While chairman John Parker sings his praises, a London-based mining analyst doesn't believe him to be the right man for the job, citing lack of operational mining experience.

It's not often that the big guy lends a helping hand to the little start-up, but here's a little heart-warmer for you; as part of its Enterprise Development Initiative, Cape Town's Protea Hotel Victoria Junction has [signed a "twinning" agreement with a local guest house](#) in Thornton. In order to help the guest house owner, Khanyisa Balfour, put her best foot forward and realise her life-long ambition, the Protea Hotel Victoria Junction management team will provide expertise and training to the guest house owner.

Let's all put our best foot forward into what's left of 2012!

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