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environmental concerns.

Unilever said it would eliminate "all digital alterations to body shape, size, proportion, and skin color" from its advertising (theguardian.com). The Photoshop ban will cover Unilever adverts as well as influencers paid by the company to promote products.

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stminster International College/Cardiff Metropolitan University, Subang Jaya, Malaysia 2 Associate Professor, Department of Economics, Government Post Graduate Nehru College, Jhajjar, India Abstract: **Customer perceived value** is important **concern for any company and its stakeholders** i.e. **customers, employees, shareholders, partners, Government and Non-Government agencies**. The purpose of this case study is to study the business practices that **customers, employees, shareholders, partners, Government, and Non-Government agencies**. To