

Corporate Social Responsibility Doing The Most Good For Your Company And Your Cause By Philip Kotler

For two years, representatives of 19 Dutch companies have been working together to find out what corporate social responsibility actually means in practice and what the added value of these efforts is. These activities have been carried out in the context of the Dutch National Initiative for Sustainable Development. The meaning of corporate social responsibility turns out to be a search process. It is not a clear-cut set of activities which any company can simply copy. "Learning about Corporate Social Responsibility" reports on the practical results of the NIDO programme and also reflects on the learning experiences gained from implementing corporate social responsibility in Dutch business practices. With social and digital media reshaping the way business is conducted, and the number of companies embracing the new social medium, this book revisits CSR practices from a digital perspective. The volume explores the impact and influence of the new 'social' on responsibility and its feasibility, measurability and success in a boundary-less world.

The world's leading companies have realized that success in the long term requires them not only to make an economic profit, but also to contribute to the societies in which they operate. As a result Corporate Social Responsibility (CSR) has moved to the top of the business agenda. Yet questions remain. Sceptics ask whether, provided an organization's activities conform to legislation, there is a business case for going beyond this. This unique Handbook from the Institute for Corporate Culture Affairs (ICCA) offers an invaluable combination of lessons learned and best practice for the future. It explores the general concept of CSR, investigates approaches to implementation and provides first-hand insights from well-known CEOs, academics and organizations. Above all it stresses the fact that CSR must spring from a corporate culture, implying values and norms which in themselves endorse sustainable ways of doing business. Without this shift of emphasis from shareholder returns to sustainable value, CSR can never be more than a diversion. Featuring contributions from Ben Verwaayen (CEO, BT Group), Fujio Mitarai (President and CEO, Canon), Sir Geoffrey Chandler (Founder, Amnesty International Business Group) and Yoshio Shirai (Managing Director, Toyota), as well as experiences from inside leading organizations like Volkswagen, Credit Suisse, The Body Shop and the UK Government, The ICCA Handbook of Corporate Social Responsibility showcases CEOs and companies that have seized the opportunities offered by CSR. It is intended to stimulate further exchange and development in the field. For now, it captures the state of the CSR art. The Board of Editors who have worked on this book include Katja Böhmer, Aron Ghebremariam, Judith Hennigfeld, Sandra S. Huble, Dirk Matten, Manfred Pohl, Nick Tolhurst & Wayne Visser. "Simultaneously published in the USA and Canada by Routledge."

Here is the story of Corporate Social Responsibility---what it means, where it

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came from, where it is going, what it requires of business. Told in an eyewitness, I-was-there style by a pioneer of the study of CSR in the nation's business schools, it takes the reader through a half century of corporate scandals and fierce struggles over corporate ethics---from Ralph Nader's 1960s Campaign GM to today's white collar crimes at Enron, WorldCom, Tyco, and other Wall Street giants. It lays bare the values that drive corporate culture, explores the motivational depths of corporate strategy and policy, demonstrates how biological impulses can lead business decision makers astray, questions the relevance and ethical commitment of business school education, reveals the spiritual side of management life, and holds out hope that the New Millennium will see improvement in the ethical performance of business. William C. Frederick is one of the founders of the study of Corporate Social Responsibility in the United States and initiated some of the key concepts and analytic categories. His books include *Business and Society*, *Social Auditing*, and *Values, Nature, and Culture in the American Corporation*. He was president of The Society for Business Ethics and The Society for Advancement of Socio-Economics, and chaired the Social Issues in Management division of The Academy of Management. He conducted studies of management education in Spain, Italy, Egypt, Yugoslavia, Ecuador, Nigeria, and Australia, and designed and taught programs for executives in U. S. corporations. He was dean of the business schools at the University of Kansas City and the University of Pittsburgh. He received a PhD in economics and anthropology from the University of Texas. *Corporation, Be Good!* draws on the author's half-century of thinking about the social and ethical responsibilities of the modern corporation.

This book harvests tried and tested management models - models that have demonstrated added value in everyday organisational practice – in an accessible and readable volume. Each contribution is structured around one central figure while describing concisely the nature, the use, actual experiences and some do's and don'ts of CSR. The book is written for a managerial and consultants audience, people that have to deal with CSR in everyday practice.

This book is not available as a print inspection copy. To download an e-version [click here](#) or for more information contact your local sales representative.

Shortlisted in the Management and Leadership Textbook Category at CMI Management Book of the Year Awards 2016 Why has CSR become part of the mainstream business and academic agenda in the 21st century? How can CSR be fully integrated in business strategy and day-to-day operations? Do companies become more vulnerable to criticism from stakeholders if they make public their commitment to CSR? These are just some of the questions and challenges explored in this exciting new textbook. Readers will not only gain comprehensive knowledge and understanding of the history of CSR, the key CSR drivers, the main theoretical CSR perspectives and the dominant CSR practices found in the business community, they will also, more crucially, learn how to implement CSR in practice. Written and edited by leading academics in

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the field, Corporate Social Responsibility is an engaging and accessible text designed for any student seeking an introduction to this complex and ambiguous subject. The book is complemented by free online resources, including annotated web links, free full-text journal articles and more.

'Perrini et al provide a detailed, authoritative look at the evolving European perspective on corporate social responsibility. They show how Europe has moved from follower status to leading edge practice. The book is the best current indicator of what the next stages of CSR will look like.' - Thomas W. Dunfee, University of Pennsylvania, US The rapidly increasing attention devoted to Corporate Social Responsibility (CSR) has resulted in the term 'CSR' being applied to myriad dissimilar phenomena. The authors therefore aim to dispel this confusion by presenting a multi-faceted view of socially responsible corporate behavior and related themes. They provide a conceptualization of CSR that emphasizes the role of the adoption and implementation of specific CSR strategies and their impact on corporate social and economic performance.

Being socially responsible on the part of corporate entities is now no longer an option, it is part of their normal business obligations to all their stakeholders regardless of whether these are primary or secondary stakeholders. Modern societies around the world now expect corporate entities of all shapes and forms to be socially responsible in whatever they do; the "Global Practices of Corporate Social Responsibility" is a first attempt at bringing together in one book experts' accounts of how corporate entities in twenty independent nations around the world are dealing with the issue of CSR. The world today faces diverse social problems. These become apparent as one moves from one country to the next, interestingly, society now expects corporations to help in finding solutions to these problems. The problem of global warming affects us all; modern corporations can no longer continue to assume that the problem will go away, if nothing is done by them. We can all make a little difference by our actions.

Corporate Social Responsibility (CSR) is an important element in creating competitive advantages for enterprises in different sectors. The authors guide readers through the different cases studies in order to present the benchmarking of international standards and CSR initiatives, as well as CSR performance evaluation practices. This book aims to identify current problems that can arise during CSR implementation in manufacturing and services companies. Moreover some best practice examples suitable for the introduction of CSR in the small and medium size companies will be described. The authors show how different stakeholders can benefit from sustainable resource management and pro-social behaviors. This book will be a valuable resource for both academics and practitioners who want to deepen their knowledge of CSR. This scientific monograph has been doubled blind reviewed.

This is a reprint of ISBN 978-0-901-357-42-7 'Corporate social responsibility' has been around as a recognised discipline for decades - but how many people really understand what it's all about, and how it can benefit their business? Do the right thing is unlike any other book on this complex subject. Forget baffling jargon and complicated theory. This book will help you get to grips with improving your organisation's environmental management, sustainability, health and safety and trading ethics with straightforward guidance and tips. You'll understand the basics, recognise the benefits and get ready to

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put principles into practice from day one. This book is a must if you work in: health and safety environmental management quality HR risk insurance a senior management role in a commercial, public, charity or voluntary organisation. Read this book and you will: develop a clear understanding of how to combine business competitiveness with social responsibility get real world examples with case studies on companies from Body Shop to BP recognise how your organisation will benefit - bottom line and brand - with a business case for every set of CSR actions get a ready-made information network with links to essential online resources be able to check your understanding and stretch your working knowledge with 20 'Test your thinking' exercises

Today, corporations are expected to give something back to their communities in the form of charitable projects. In *Corporate Social Responsibility*, Philip Kotler, one of the world's foremost voices on business and marketing, and coauthor Nancy Lee explain why charity is both good P.R. and good for business. They show business leaders how to choose social causes, design charity initiatives, gain employee support, and evaluate their efforts. They also provide all the best practices and cutting-edge ideas that leaders need to maximize their contributions to social causes and do the most good. With personal stories from twenty-five business leaders from socially responsible companies, this is the bible for today's good corporate citizen.

Blending theory with practical application, this comprehensive text supports courses at the intersection of corporate social responsibility (CSR), corporate strategy, and public policy. Part I provides an overview of the field, defining CSR and placing it in the context of wider corporate strategy. Part II contains chapters on CSR issues related to the organization, the economy, and society, and provides detailed case studies on a variety of well-known firms. Adopting a stakeholder perspective, the authors explore CSR issues within the complex global business environment in which corporations operate today.

CSR has now moved beyond the stage of specialist or niche subject to become an integral part of global business and society. This timely edition is destined to become the definitive guide to CSR, Sustainability, Business Ethics and the organizations and standards in the field. *The A to Z of Corporate Social Responsibility* is a unique publication and is the culmination of over a hundred of the world's leading thinkers, opinion formers, academic and business people providing an easy-to-use guide to CSR: from general concepts such as sustainability, stakeholder management, business ethics and human rights to more specific topics such as carbon trading, microfinance, biodiversity, the Base of the Pyramid model and globalisation. In addition to definitions of the most important terms across the wide range of CSR associated topics, this book also covers all the most important codes and guidelines, such as the Equator Principles, the UN Global Compact and ISO standards, as well as providing background on organizations such as the World Business Council for Sustainable Development and Transparency International and profiles of CSR in particular industries and regions. This paperback edition includes all the latest developments in CSR as well as incorporating new sections on boardroom pay, the sub-prime market and the financial crisis. Praise for the first edition: "A complete reference guide...offers an invaluable combination of lessons learned and best practice for the future...provides first-hand insights" (Forum CSR International, October 2008) "This is a timely and innovative contribution to the field of Corporate Social Responsibility" (Retail & Leisure

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International, February 2008) "...a handy reference to have on the shelf behind your desk..." (Ethical Performance, February 2008) "You will not find a wider display of today's key global players and their action programs than here." (CSR–News.net, May 2008) "The book contains a great deal of detailed research." (Supply Management, May 2008)

In today's globalized and competitive business environment, companies increasingly look to restructuring, mergers & acquisitions and downsizing to survive, grow and maximize profits. However, when they are not managed in a socially responsible manner, restructurings may exert the negative impact on employees, shareholders, communities, and society as a whole. The book empirically explores the phenomena of corporate social responsibility (CSR), restructuring, and relationships with firms' performance in China. It gives an insight into how Chinese firms respond to expectations of stakeholders by making social goals a part of their overall business operations. It also gives a fresh view of the new concept of socially responsible restructuring. For those seeking to promote socially responsible practices in restructuring, the book provides a unique and stimulating analysis and touchstone. This volume examines the practice of embedding corporate social responsibility into academic curricula.

This book provides a comprehensive overview of corporate social responsibility and its development in Africa. It provides in-depth studies on 11 sub-Saharan countries, demonstrating that corporate social responsibility is forming and going through different stages of metamorphosis in the continent. Though corporate and individual attitudes towards sustainability in Africa still leave a lot to be desired, this book showcases how things are rapidly changing for the better in this regard. It demonstrates and provides evidence for the fact that corporate social responsibility contributes significantly to the way sub-Saharan African economies are being transformed, with service sectors expanding, commercial activities diversifying and industrial bases growing through the initiatives of small, medium and large organizations and innovators supported by widespread higher-education program rollouts. The book highlights how progressive and wide-ranging CSR approaches have emerged, and how much they differ from the obsolete approaches of the past, which promulgated negative stereotypes, marginalized communities and positioned them as victims or beneficiaries of development.

The business of business is business. So why should corporations be involved in development? This groundbreaking new book makes the case that governments and their international agencies, grouped under the umbrella of the United Nations, have failed in their attempts to rid the planet of underdevelopment and poverty. If development is the objective then it seems that the solution and the responsibility lies with the private sector - particularly through the Corporate Social Responsibility (CSR) programmes of large corporations, with their tremendous power and economic strength. Written by noted CSR practitioner Michael Hopkins, this book is the first to explicitly link CSR with development. It spells out what corporations are doing on development, what more they could do

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and how CSR can be a useful tool to promote economic development via corporations. This is important and challenging reading for all of those in government, business and NGOs who think that there must be a better, more effective and dynamic way to kick-start development and eradicate poverty.

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This book presents the latest evidence on, and new approaches to, the development of Corporate Social Responsibility in emerging and established economies. To do so, it examines a broad range of industries, from fashion to banking, and various aspects, like accounting, information security, and human resource management. Special emphasis is placed on the role of education. The case studies gathered here analyse both small and medium sized companies, as well as listed enterprises. The book is a valuable resource for researchers in the fields of sustainability and corporate responsibility, provides student teaching cases for courses on CSR and sustainable management, and offers blueprints for professionals seeking guidance and inspiration on their path towards responsible business operations.

Does it pay for businesses to act morally? This book attempts to answer this question with regard to different aspects and levels. It takes a positive position to this question and demonstrates that, under certain conditions, organizations can act responsibly and profitably at the same time. It elaborates on these conditions and provides evidence for the assumed positive relation between responsibility and profitability. The author uses analysis of the acceptance of corporate social responsibility (CSR) policies across Europe, the consequences of CSR on motivation, commitment and absenteeism; and organizational responsibility and the bottom of the pyramid to provide evidence for the assumed positive relationship between responsibility and profitability. Uniquely taking an organizational perspective on CSR, scholars and students of business ethics will find this impressive book to be a invaluable resource. Business professional will also find plenty of important information in this admirable compendium.

"At present, Corporate Social Responsibility (CSR) for some may not be more than an attitude. Can it be more? What degree of commitment can we reasonably expect of corporations in the struggle to eradicate poverty, promote human rights, halt climate change and reverse ongoing environmental destruction? It is not a question of power; more than half of the worlds top 100 economies are corporations, not nation-states. Whatever can be done to "fix" the world's problems, corporations are in the best position to do [it]."--Back cover.

Corporate Governance and Accountability, 2nd Edition is written to provide readers with an up-to-date summary of both theory and practice in the area. The new edition incorporates the most recent events in worldwide corporate governance, as well as a summary of the most recent academic and professional literature. The book also brings together issues of financial performance, boardroom mechanics, the role of institutional shareholders, and corporate social responsibility into an international appraisal of current corporate governance

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theory and practice.

Corporate social responsibility (CSR) is a topical issue in many countries. What are the drivers for the global spread of explicit CSR – practices that are demonstrated to the outside – even in countries where companies had addressed CSR implicitly? What catalyzes organizations to adopt CSR and how does their adoption influence other companies' likelihood to adopt CSR? This book approaches the recent world-wide adoption of CSR practices as part of the global spread of management concepts. The trend to adopt CSR is examined among Japanese companies, because they have rapidly adopted CSR practices in the last two decades. Existing empirical research on CSR in Japan that has focused mainly on anecdotal evidence on a small number of outstanding companies is extended by employing both qualitative and quantitative empirical research methods. Analyzing drivers for the adoption of CSR practices, organizational characteristics of adopting companies, and how increasing adoption influences the likelihood to adopt provides insights into how Japanese institutions and stakeholders facilitated rapid CSR adoption and the process of CSR diffusion. This book takes a fresh look at current issues in corporate social responsibility (CSR) with a special focus on emerging economies. In particular, it includes dedicated chapters on the theory of CSR, related principles and values, and insights from cross-generational investigations. In turn, the second part of the book examines the relation between financial performance and social responsibility in different industries and types of organizations. The third part presents cases involving emerging economies, and addresses reporting, auditing and accounting, as well as sector-specific issues for e.g. retailing and banking. Lastly, the book tackles the aspects of financial performance and taxation in a number of case studies and practical examples. Overall the book provides cutting-edge insights into the theory and practice of CSR from European countries that can be considered emerging or developing.

This upper-level textbook offers an original and up-to-date introduction to issues in corporate social responsibility (CSR) from a global perspective. Written by an international team of experts, it guides students through key themes in CSR including strategy, communication, regulation and governance. Balancing critiques of CSR with a discussion of the opportunities it creates, it includes chapters devoted to critical issues such as human rights, anti-corruption, labour rights and the environment. Pedagogical features include customised case studies, study questions, key term highlighting, practitioner pieces and suggestions for further resources. The book is also complemented by a companion website featuring adaptable lecture slides, teaching notes for cases and links to related resources. Tailored for upper-level undergraduate and postgraduate courses on corporate social responsibility, sustainability and business ethics, it is also relevant to non-business courses in political science, international relations and communications.

This collection of case studies in public management bridges the gap between

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mainstream CSR - confined to the for-profit corporations -and the vast bodies of workers and organizations that make up government and its public administration. The variety and discretion of managerial endeavours in public management calls for accountability and responsibility of government beyond current legal instruments: The book argues that CSR must be brought to bear with government. In government in fact, knowledge management is not a linear process, but the result of working with passion of the parts, implying discretionary behaviour and creativity which in turn imply choice and responsibility. Cases ranging from the USA to Central America, New Zealand and Europe all confirm the complex nature of public management, entailing partnership synergy for disaster recovery, the intertwined link between management and new technology and mindfulness at individual level. The cases are set in a framework by theoretical essays on bureaucratic behaviour and unknown stakeholders.

Seminar paper from the year 2005 in the subject Organisation and Administration, grade: 1,3, University of applied sciences, Neuss, course: Marketing, 17 entries in the bibliography, language: English, abstract: "Corporate Social Responsibility", or CSR for short, is the buzzword for company's voluntary initiatives involving a number of various activities and company's programs. But the question is what does Corporate Social Responsibility really means and how is it implemented in German companies? Expectations are growing as the public at large and, increasingly, the financial markets want to know not just what a company does with its profits, but also how it earns them. This assignment examines first in what extend ethical aspects are an essential condition for the justification of Corporate Social Responsibility. Therefore the basic aspects of CSR and the paradigms to ethics will be discussed in the first part. Afterwards before examining the situation of CSR in the German businesses landscape, the main elements to build up a program focussing on social responsibility will be listed. Then with the insight of what drives a CSR program, the question how is it implemented in German companies in order to meet stakeholders expectations will be answered. Several surveys conducted by agencies and the German ministry will be the basis for an objective reflection of the situation in Germany and illustrating the variety of initiatives and commitments. Final regards on the problems and risks connected with Corporate Social Responsibility are mentioned to close up the study. If you follow the literature and daily press, marketers are verifying their relationships with social values and responsibilities. Philip Kotler is pointing out in his 'Principles of Marketing' that "as the worldwide consumerism and environmentalism movements mature, today's marketers are being called upon to take greater responsibility for the social and environmental impact of their actions." Demands in corporate ethics and social responsibility have become important topics for the companies. Only few companies can ignore this demanding change, but are being forced to take action when authorities and the public are claiming. More forward-looking businesses readily accept their role and seek ways to best serve the interests of their customer and

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communities. They are building social responsibility and action into their company goals and with that approach, they include concerns for individual and community welfare in their daily decisions.

Corporate Social Responsibility is based on critical insight gained by analysing four large companies' experiences of corporate social responsibility. This study highlights the inadequacies of social and ethical reporting by business, both in terms of the ad-hoc nature of the information currently reported, and the absence of internal reporting. It will serve as evidence to companies, that producing a glossy report does not necessarily equal social responsibility. * Explores the problems faced by firms seeking to develop their own social performance strategies * Explores corporate governance issues * Offers a grounded theory approach, involving full taping and transcribing of all interviews

This book provides a comprehensive overview of Corporate Social Responsibility (CSR) in Indian corporations following the 2013 legal mandate on corporate spending of profits for CSR. Bringing together authors hailing from diverse walks of life, the book pursues a 'hands-on' approach, with real-world case studies and examples that help the reader feel the dynamic pulse of India immediately after the ratification of the CSR mandate in the Companies Act, 2013. The Act is expected to affect over 16,300 companies with an estimated flow of approximately 200 billion Indian rupees into the economy every year, thus shaking the foundations of business and society and impacting the country at multiple stakeholder levels. As a result, India is likely to become the birthplace of social, economic, and environmental transformation through financial investments in CSR! In order to insightfully reflect on this transition, this book has been divided into three parts. The first part presents the CSR mandate and its implications, while the second focuses on its implementation and the third part provides a view on the way forward. The book helps to reveal the various layers of CSR in an emerging economy like India and is expected to spark debate, discussion and research among policy-makers, consultants, academics, practitioners and other stakeholders the world over, which will further expand its contribution to CSR literature and open up new vistas in CSR research. "This is indeed a first of its kind book and marks a watershed in the journey of CSR. It is an extremely important contribution to the body of knowledge in the area of CSR and Corporate Governance in emerging economies that is driven by a completely different set of challenges, opportunities and requirements from that of developed economies." Dr. Bhaskar Chatterjee, Director General & CEO, Indian Institute of Corporate Affairs

This book presents the main framework of Corporate Social Responsibility (CSR) in connection with International Marketing. It includes the CSR background, such as its history and examples of how organizations implemented/can implement the philosophy of CSR into their core business. It is also illustrated how companies and organizations can control and measure their social actions. Furthermore, the advantages and disadvantages of the CSR implementation within an organization

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were compared. This allows the reader to understand which actions are beneficial for the organization and those that are not. The potential of CSR is illustrated by several aspects, followed by a comparison of the results.

Greenwashing is of great interest for the everyday person who buys products with the thought of doing something good, for example, in connection with the environment, human rights, etc. One chapter solely concentrates on this subject, demonstrating how people can avoid paying more for a product with false claims, thus abusing their good will to care about social aspects. Greenwashing is part of this book, because it can also be seen as a marketing strategy, misleading conscious consumers, bluntly called fraud. This book demonstrates how CSR can be seen as a marketing tool on an international level, through which organizations can increase not only their assets, but also their reputation making it more attractive for potential new partners and employees.

Corporate social responsibility has gained substantial traction in recent decades but many still struggle with conveying the importance of integrating ethics and environmental and social values within the demands of a business world understandably concerned with making profit. First published in 2009 as 'Do the Right Thing', The Practical Guide to Corporate Social Responsibility guides you through the basics, teaching how to recognise CSR benefits and put principles into practice in a business-focussed way. This new edition helps readers get to grips with improving their organisation's environmental management, sustainability, health and safety and trading ethics with straightforward guidance and tips. A new 'Do The Right Thing' Model assists organisations with identifying risks and frames corporate social responsibility in a business context accessible to all. Features include: An updated Do the Right Thing Model aligned to the new ISO high level structure for management system standards 20 global case studies to demonstrate how the model can impact performance A corporate social responsibility policy template for your organisation's use Helpful 'Test your thinking' exercises to check your understanding and stretch your working knowledge 100 practical actions for you to start implementing today This is an essential introduction to the complex areas of corporate social responsibility that affect health and safety practitioners, environmental managers, human resources personnel and those working with quality and business assurance. It will also be critical reading for those looking to understand how CSR fits into the new high level structure of ISO 9001, ISO 14001 and ISO 45001.

Corporate Social Responsibility Doing the Most Good for Your Company and Your Cause Wiley This volume presents corporate social responsibility (CSR) as a series of economic and political strategies that are currently shifting the focus of international human rights activism and signalling the rise of new forms of global governance. In as much as the work demonstrates the limitations of CSR and offers a critical perspective on corporate techniques of market domination, it also posits a future for CSR within the human rights movement. Modern businesses and organizations understand that corporate social responsibility (CSR) has become an important factor for sustainable success. At the same time CSR has established itself as a widely accepted element of courses in managerial training and

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education. This book, designed to support CSR teaching, collects 14 essays that clearly illustrate and explain the benefits and challenges of socially responsible corporate policies. Aligning theory and practice, the book focuses on four central themes: management, environment and sustainability, corporate social responsibility, and accounting and financial reporting. Business students and experienced managers alike will find this book a valuable resource that helps them to discover the strong forces that link successful management with corporate social responsibility.

This is the first in a two volume study of Corporate Social Responsibility and corporate behaviour from around the world, taking in viewpoints from five continents and over ten countries. These case studies present a detailed analysis of best practice in the corporate world in the areas of social ethics and community engagement.

Pre Publication reviews "I found the idea of a "Planetary Bargain" highly appealing ... A most stimulating read." -- Kay Sexton, AccountAbility, UK "This interesting book takes a broad approach to examining corporate social responsibility in both its conceptual framework and the practical case studies it considers." -- International Labour Review "I have enjoyed and been very interested to read "The Planetary Bargain". It is very informative and also a good read." -- Stephanie Draper, Corporate Social Responsibility, The Industrial Society, UK This book reviews corporate social responsibility (CSR) work and suggests a cooperative CSR strategy which creates prosperity for both corporations and the people they serve. It addresses these issues by arguing that it is good for business and essential for future prosperity and stability. It presents the case for a worldwide agreement, or "planetary bargain", between private and public sectors and discusses the implications of such an idea. The book also contains case studies of international companies who have adopted socially responsible programs and analyzes research in this area of the past two decades.

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