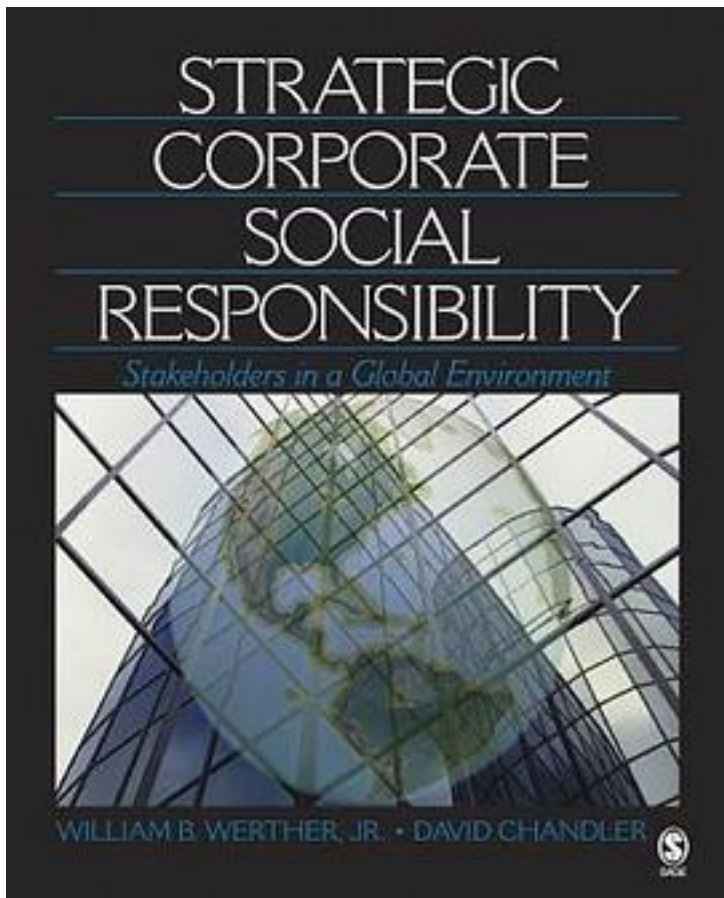


Strategic Corporate Social Responsibility



[Strategic Corporate Social Responsibility_ 下载链接1](#)

著者:William B. Werther Jr.

出版者:Sage Publications, Inc

出版时间:2005-11-11

装帧:Paperback

isbn:9781412913737

Strategic Corporate Social Responsibility: Stakeholders in a Global Environment provides faculty and students with a comprehensive, stand-alone text to support traditional and innovative courses in corporate social responsibility (CSR). Integral to the book's unique format is the real-life

“mini-case-study” approach across the spectrum of CSR topics, backed by Internet accessible references. Adopting a stakeholder approach to CSR, the content and format of this sourcebook defines CSR within the global communications environment in which multi-national corporations operate today.

Key Features:

- Provides 45 Web-based case-studies linked to relevant Web sites for further exploration
- Recognizes cross-cultural trends developing throughout the world
- Encourages a multidisciplinary approach
- References to the Wall Street Journal throughout
- Includes Instructor's Resources on CD with PowerPoint slides, a test bank with answers, answers to in-text questions, suggested team or individual projects, and in-class surveys/activities

Strategic Corporate Social Responsibility provides a flexible and up-to-date teaching tool for upper level undergraduate and graduate CSR courses in Management, Marketing, Business Law, and Political Science.

作者介绍:

目录:

[Strategic Corporate Social Responsibility_下载链接1](#)

标签

strategic

CSR

评论

专五教材什么的

Strategic Corporate Social Responsibility_下载链接1

[Strategic Corporate Social Responsibility_下载链接1](#)