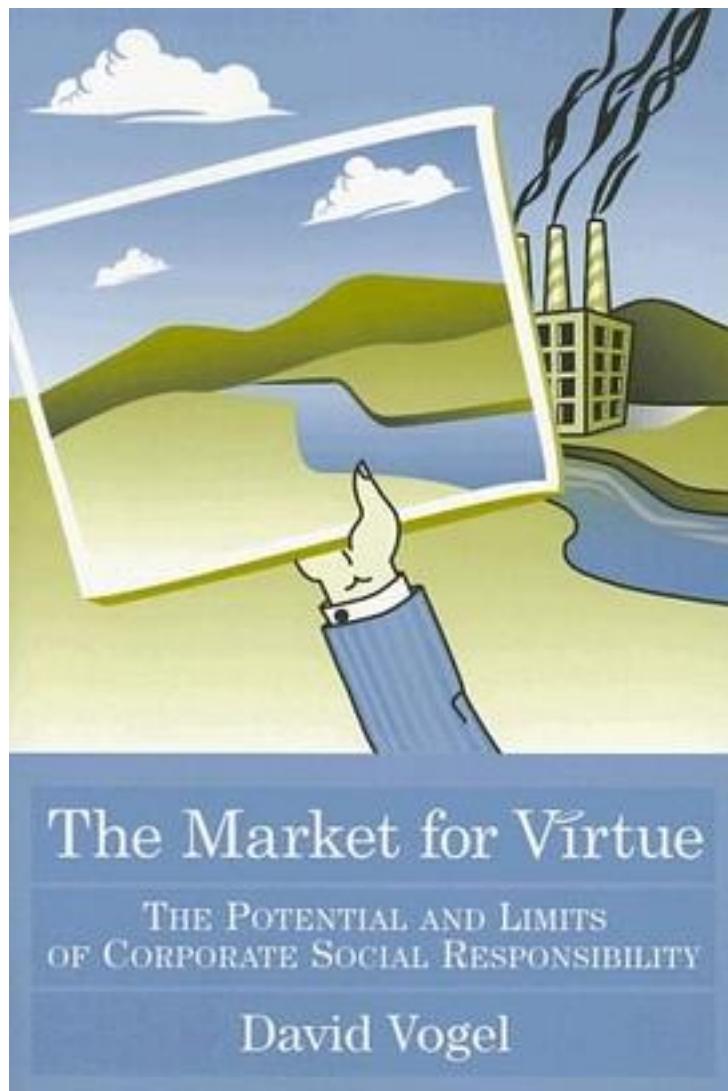


The Market for Virtue



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In the highly praised *The Market for Virtue*, David Vogel presents a clear, balanced analysis of the contemporary corporate social responsibility (CSR) movement in the United States and Europe. In this updated paperback edition, Vogel discusses recent CSR initiatives and responds to new developments in the CSR debate. He asserts that while the movement has achieved success in improving some labor, human rights, and environmental practices in developing countries, there are limits to improving corporate conduct without more extensive and effective government regulation. Put simply, Vogel believes that there is a market for virtue, but it is limited by the substantial costs of socially responsible business behavior. Praise for the cloth edition: "The definitive guide to what corporate social responsibility can and cannot accomplish in a modern capitalist economy." --Robert B. Reich, Brandeis University, and former U.S. Secretary of Labor "Vogel raises a number of excellent points on the present and future of CSR." --Working Knowledge, Harvard Business School "A useful corrective to the view that CSR alone is the full answer to social problems." --Business Ethics "The study combines sound logic with illustrative cases, and advances the sophistication of the CSR debate considerably." --John G. Ruggie, Harvard University, co-architect of UN Global Compact

作者介绍:

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标签

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评论

中间有一节说欧洲的企业比较重视CSR，呵呵，废话，逼格值冲天么。

The book on CSR

a critical view of CSR practices

1. 指出market for virtue受market本身限制。对企业来说，CSR不是非有不可，有了也不一定会对自己有好处——它和企业绩效之间没有显著的因果关系（顺带嘲讽现有的定量研究基本都不靠谱）；2. 谈到市场运行的逻辑并不是单一的，其中的各个主体（消费者、雇员、投资人等）可能都会有demand for virtue——于是乎有的企业是自己想搞CSR (internally driven)，有的则是被逼着搞CSR (targeted by activists)；3. 还说了CSR并不能替代government regulation，而且后者还能给civil regulation创造好的环境——此三者work together效果才好。只是主要是靠例子在讲道理，要是能再加点理论就好了。

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书评

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