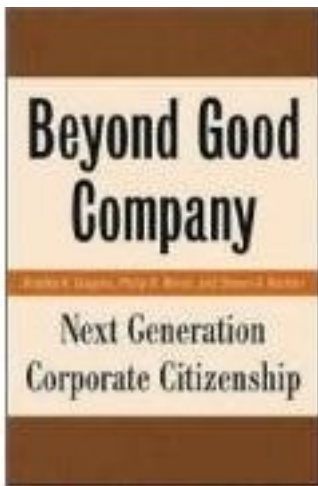


Beyond Good Company



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The authors have conducted extensive research into the role of business in public life, and this book develops the themes of that work. It takes a practice-oriented look at corporate citizenship, and uses real, behind the scenes examples from well-known companies to show that for many firms social responsibility is becoming more integrated into corporate strategy.

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