

Corporate Social Responsibility

CORPORATE SOCIAL RESPONSIBILITY

**Doing the Most Good for Your
Company and Your Cause**

Best practices
from Hewlett-Packard, Ben & Jerry's,
and other leading companies



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Modern business is obliged to meet increasingly demanding ethical, environmental, legal, commercial, and public standards as defined by wider society. Corporate Social Responsibility (CSR) has therefore become an important consideration for managers at all levels, as well as one of the most vibrant areas of study and research in the field of business and management. This important new book provides a comprehensive and student-centred introduction to the key themes and issues currently being addressed in CSR around the world. This book brings together material by the most influential teachers and scholars working in CSR today, as well as many of the most cited and important articles, and is clearly structured in three parts: understanding CSR applying CSR managing CSR. Each section includes an extensive and accessible editorial commentary that introduces the key debates and themes contained in the articles, as well as clearly defined learning objectives to guide the reader and challenging and thought-provoking study questions to consolidate learning. It also includes three major case studies to enable the reader to relate theory to the real world, focusing on Nike in Asia, Vodafone in South Africa, and ABN AMRO in Brazil. Drawing on examples and issues from across the globe, this book is essential reading for all students and managers with an interest in corporate governance and business ethics.

作者介绍:

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