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Blending theory with practical application, this comprehensive text supports courses at the intersection of corporate social

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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

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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

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perspective, the authors explore CSR issues within the complex global business environment in which corporations operate today. Organizations of all types are

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consistently
working on new
initiatives,
product lines,
and workflows as
a way to remain
competitive in the
modern business
environment. No
matter the type of
project at hand,
employing the

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best methods for effective execution and timely completion of the task is essential to business success.

Operations and Service Management:
Concepts,

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Methodologies,
Tools, and
Applications is a
comprehensive
reference source
for the latest
research on
business
operations and
production
processes. It
examines the

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need for a customer focus and highlights a range of pertinent topics such as financial performance measures, human resource development, and business analytics, this

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multi-volume
book is ideally
designed for
managers,
professionals,
students,
researchers, and
academics
interested in
operations and
service
management.

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The problems related to the process of industrialisation such as biodiversity depletion, climate change and a worsening of health and living conditions, especially but not

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only in
developing
countries,
intensify.

Therefore, there
is an increasing
need to search
for integrated
solutions to make
development
more sustainable.
The United

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Nations has acknowledged the problem and approved the “2030 Agenda for Sustainable Development”. On 1st January 2016, the 17 Sustainable Development Goals (SDGs) of

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the Agenda
officially came
into force. These
goals cover the
three dimensions
of sustainable
development:
economic
growth, social
inclusion and
environmental
protection. The

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Encyclopedia of
the UN
Sustainable
Development
Goals
comprehensively
addresses the
SDGs in an
integrated way.
The Encyclopedia
encompasses 17
volumes, each

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one devoted to
one of the 17
SDGs. This
volume
addresses SDG
8, namely
"Promote
sustained,
inclusive and
sustainable
economic
growth, full and

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productive
employment and
decent work for
all" and contains
the description of
a range of terms,
to allow a better
understanding
and foster
knowledge. The
predominant
economic model

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is promoting a lopsided economic growth that is further increasing the gap between the have and the have-nots. This SDG is not just proposing the attainment of more just and

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empowering
economic
models, but it
also puts at the
forefront the well-
being of workers
by striving to
provide
employment and
better working
conditions that
respect the

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dignity of
workers.

Concretely, the
defined targets
are: Sustain per
capita economic
growth in
accordance with
national
circumstances
and, in particular,
at least 7 per cent

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gross domestic
product growth
per annum in the
least developed
countries

Achieve higher
levels of
economic
productivity
through
diversification,
technological

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upgrading and
innovation,
including through
a focus on high-
value added and
labour-intensive
sectors Promote
development-
oriented policies
that support
productive
activities, decent

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job creation,
entrepreneurship,
creativity and
innovation, and
encourage the
formalization and
growth of micro-,
small- and
medium-sized
enterprises,
including through
access to

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financial services

Improve

progressively,

through 2030,

global resource

efficiency in

consumption and

production and

endeavour to

decouple

economic growth

from

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environmental degradation, in accordance with the 10-Year Framework of Programmes on Sustainable Consumption and Production, with developed countries taking the lead Achieve

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full and
productive
employment and
decent work for
all women and
men, including
for young people
and persons with
disabilities, and
equal pay for
work of equal
value

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Substantially
reduce the
proportion of
youth not in
employment,
education or
training Take
immediate and
effective
measures to
eradicate forced
labour, end

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modern slavery
and human
trafficking and
secure the
prohibition and
elimination of the
worst forms of
child labour,
including
recruitment and
use of child
soldiers, and end

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child labour in all
its forms Protect
labour rights and
promote safe and
secure working
environments for
all workers,
including migrant
workers, in
particular women
migrants, and
those in

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precarious
employment
Devise and
implement
policies to
promote
sustainable
tourism that
creates jobs and
promotes local
culture and
products

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Strengthen the
capacity of
domestic
financial
institutions to
encourage and
expand access to
banking,
insurance and
financial services
for all Increase
Aid for Trade

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support for
developing
countries, in
particular least
developed
countries,
including through
the Enhanced
Integrated
Framework for
Trade-related
Technical

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Assistance to
Least Developed
Countries
Develop and
operationalize a
global strategy
for youth
employment and
implement the
Global Jobs Pact
of the
International

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Labour

Organization

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Presenting ideas
for how business
can lead the way
in deriving the
good from
globalisation, this
book makes the
case that
governments and
their international

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agencies,
grouped under
the umbrella of
the United
Nations, have
failed in their
attempts to rid
the planet of und
erdevelopment
and poverty.

At What Cost
The Globotics

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Upheaval

The End of
Corporate Social
Responsibility
The Oxford
Handbook of
Corporate Social
Responsibility
Is Business the
Solution?

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Challenges and
Opportunities for
the 21st-Century
Practitioner

As manufacturing
and trade become
increasingly
globalised, there is
a need to ensure
that the practices
of multinational
companies and

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suppliers operating in developing countries meet minimum standards in terms of employment conditions and rights, health and safety, and environmental practices. This publication sets

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out research findings on the emerging nature of corporate social responsibility and the implementation of codes of conduct in global supply chains. It draws on research undertaken in the sports footwear,

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clothing and retail
sectors, and on
interviews with
hundreds of
company
managers and
suppliers, activists,
government
officials, factory
workers and
worker
representatives in

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a range of
developed and
developing
countries.

The emergence of
voluntary
corporate codes of
conduct since the
early 1990s is both
a manifestation of
and a response to
the process of

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globalization. They have been part of a more general shift away from state regulation of transnational corporations towards corporate self-regulation in the areas of labour and environmental standards and

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human rights. This work provides a critical perspective on the growth and significance of corporate codes with a particular focus on working conditions and labour rights. It brings together work by

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academics,
practitioners and
activists.

The CEO of
Fortune Media
chronicles the
transition from the
era of late 20th/
early 21st century
capitalism to one
profoundly
different and in

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tune with the
changing social,
political, and
economic mores. A
major change is
shaking up
capitalism. The
core tenets of a
system that
dominated the
world for more
than a century are

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being challenged
as never before.

Tomorrow's
Capitalist captures
the profound
transformation of
capitalism and the
people leading the
corporate world
today. The walls
that once insulated
these leaders from

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the turbulent
social, economic,
and political forces
in society have
melted away. Now
corporate leaders
are face to face
with public realities
in unprecedented
ways. Increasingly,
they are
embracing a new

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openness,
acknowledging the
public demand for
them to be more
socially aware and
responsive. They
clearly see that we
are at a tipping
point: narratives
about the failures
of capitalism, the
greed of the one-

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percenters, and
the blindness of
corporations to
public need have
made their mark
and compel
change -- not
superficially with
the kind of
cosmetic fixes that
typically generated
so much cynicism

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in the past, but
real transformation
in the way
corporations are
imagined and run.
This
transformation is
not about a few
"woke CEOs" but
one driven by the
fundamental
issues of our time:

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climate; diversity and inclusion; and inequality and workforce opportunity. And since talent is today's top driver of corporate value, employees are increasingly driving the change. In Tomorrow's

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Capitalist Alan Murray brings his extensive expertise acquired during three decades in journalism at the Wall Street Journal and Time Inc, and as the current CEO of Fortune Media, to deliver

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realistic, grounded insight into a transformation affecting everyone. With unmatched access to nearly every important corporate leader of our times, Murray writes about their love of capitalism, and their clear-

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eyed

acknowledgment
that it is an
imperfect system
that must adapt to
the times. As one
put it, "It's clear
that capitalism
needs an upgrade
and our operating
license is at
stake." Tomorrow's

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Capitalist shares the stories and experiences of those on the frontlines who are making it happen. The book examines the evolution and current state of corporate social responsibility

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(CSR), using a five-stage maturity model: defensive, charitable, promotional, strategic and transformative CSR. The first four stages are dubbed CSR 1.0 and characterise most current CSR

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practice, while the fifth stage is named CSR 2.0 (also transformative or systemic CSR) and describes emergent and future CSR practices. Reasons are given why CSR 1.0

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approaches have failed to have any significant impact on the most serious global social, environmental and ethical challenges. The emergent CSR 2.0 will then be explored in detail by

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elaborating on five principles underlying the new approach, including: creativity, scalability, responsiveness, glocality and circularity. A four-part DNA Model is also introduced,

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covering value creation, good governance, societal contribution and ecological integrity, which provides the basis for defining and measuring CSR 2.0. Finally, a 70-question CSR 2.0 self-

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assessment
diagnostic tool
developed by the
author is
presented, with
sample data to
show how the tool
can be used for
future research
and practitioner
application.

Social Marketing

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Linking Corporate
Responsibility and
Globalization

The Good, the Bad
and the Ugly

Corporate

Responsibility

Psychological and

Organizational

Perspectives

Sustainable

Economics

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Business Ethics

Globalization is a highly debated term, and struggles over its meaning are played out in a variety of ways, from academe and the media to the streets of Seattle, Melbourne and Genoa. This book provides a welcome

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introduction to the discourses, practices and technologies that have been grouped together under that term. It outlines the historical contexts of globalization, and addresses the politics of naming that are so central to the reproduction

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of the narratives and patterns of globalization. The authors examine specific sites that are being transformed by globalization such as capitalism, state governments, the media and cultural identity, and explore the notion of a post-

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globalization world.
This will be a
valuable book to
undergraduate and
MA students on
communication,
media, cultural
studies, sociology,
politics and
development
courses.

Turning Principle
into Practice Social
Marketing:

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Changing Behaviors for Good is the definitive textbook for the planning and implementation of programs designed to influence social change. No other text is as comprehensive and foundational when it comes to taking key marketing

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principles and
applying them to
campaigns and
efforts to influence
social action.

Nancy R. Lee (a
preeminent
lecturer,
consultant, and
author in social
marketing) and
Philip Kotler (an
influential
individual in the

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field who coined
the term “social
marketing” in 1971
with Gerald
Zaltman)
demonstrate how
traditional
marketing
principles and
techniques are
successfully
applied to
campaigns and
efforts to improve

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health, decrease injuries, protect the environment, build communities and enhance financial well-being. The Fifth Edition contains more than 26 new cases highlighting the 10 step planning model, and a new chapter describing major theories,

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models and frameworks that inform social marketing strategies and inspire social marketers.

Electronic Inspection Copy available for instructors here
Providing a much-needed critique of Corporate Social

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Responsibility
(CSR) practice and
scholarship, this
book seeks to
redress CSR
advocacy, from a
political and critical
perspective. A
strident approach
backed up by
extensive use of
case studies
presents the
argument that

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most CSR-related activity aims to gain legitimacy from consumers and employees, and therefore furthers the exploitative and colonizing agenda of the corporation. By examining CSR in the context of the political economy of late

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capitalism, the book puts the emphasis back on the fact that most large corporations are fundamentally driven by profit maximization, making CSR initiatives merely another means to this end. Rather than undermining or challenging

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unsustainable
corporate practices
CSR is exposed as
an ideological
practice that
actually upholds
the prominence of
such practices. As
CSR gathers
momentum in
management
practice and
scholarship,
students in the

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fields of CSR, business ethics, and strategy, will find this text a useful companion to counter received wisdom in this area.

Are profits and sustainability compatible? This book brings unique perspectives to this key debate by

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exploring the history of green entrepreneurship since the nineteenth century, and its spread globally in industries including renewable energy, organic food, natural beauty, ecotourism, recycling, architecture, and

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finance. The book uses the lens of the extraordinary and often eccentric men and women who defied convention and imagined that business could help save the planet, rather than consume it. The social and religious beliefs that drove

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many of these individuals are explored as the book looks at how they overcame huge obstacles to execute their strategies. The green entrepreneurs seen here are shown to have created new markets and industries, and

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driven innovations in sustainable practices, even at times when most consumers and governments marginalized the entire subject. The struggles of early pioneers appear to have been rewarded by the growth of environmental

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awareness among consumers, business leaders, and others in recent years, but the Earth's environmental health continues to deteriorate. If profits and sustainability have proved challenging to reconcile, the book argues that

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one reason was
how they were
both defined.

Corporate Social
Responsibility and
Governance

Codes of Conduct
in the Global
Economy

Capitalism's
Achilles Heel

Business and
Sustainability

Decent Work and

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Economic Growth
How Businesses
Manage Social
Performance in
Global Supply
Chains

The Book of
Negroes

*The aim of this edited
book is to provide a
comprehensive
overview of the
opportunities and
challenges related to*

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*innovation for
sustainability.*

*Combining work from
both emerging and
established scholars
in different academic
fields, this book
provides an
integrated
understanding of the
topic from four
perspectives. First,
the big picture:
frameworks, types,*

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and drivers; second, strategy and leadership; third, measurement and assessment and fourth, tools, methods and technologies. Chapter 11 of this book is available open access under a CC BY 4.0 license at link.springer.com. The editors donate

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*their remuneration
for this book to
conservation
organisation the
WWF.*

*Even though
Corporate Social
Responsibility (CSR)
has become a widely
accepted concept
promoted by
different
stakeholders,
business*

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corporations' internal strategies, known as corporate self-regulation in most of the weak economies, respond poorly to this responsibility. Major laws relating to corporate regulation and responsibilities of these economies do not possess adequate ongoing influence to insist on corporate

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self-regulation to create a socially responsible corporate culture. This book describes how the laws relating to CSR could contribute to the inclusion of CSR principles at the core of the corporate self-regulation of these economies in general, without being intrusive in

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normal business practice. It formulates a meta-regulation approach to law, particularly by converging patterns of private ordering and state control in contemporary corporate law from the perspective of a weak economy. It proposes that this approach is suitable

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for alleviating regulators' limited access to information and expertise, inherent limitations of prescriptive rules, ensuring corporate commitment, and enhance the self-regulatory capacity of companies. This book describes various meta-regulation strategies for laws to

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link social values to economic incentives and disincentives, and to indirectly influence companies to incorporate CSR principles at the core of their self-regulation strategies. It investigates this phenomenon using Bangladesh as a case study.

Corporate social

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responsibility (CSR) continues to grow as an area of interest in academia and business.

Encompassing broad topics such as the relationship between business, society, and government, environmental issues, globalization, and the social and ethical dimensions of

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management and corporate operation, CSR has become an increasingly interdisciplinary subject relevant to areas of economics, sociology, and psychology, among others. New directions in CSR research include advanced 'micro' based investigations

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*in organizational
behaviour and human
resource
management,
additional studies of
environmental social
responsibility and
sustainability, further
research on
'strategic' CSR,
connections between
social responsibility
and
entrepreneurship,*

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and improvements in methods and data analysis as the field matures. Through authoritative contributions from international scholars across the social sciences, this Handbook provides a cohesive overview of this recent expansion. It introduces new

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perspectives, new methodologies, and new evidence from a range of disciplines to encourage and facilitate interdisciplinary research and global implementation of corporate social responsibility. In the twenty-first century, as traditional divides are

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redefined, bargaining over corporate responsibilities has increasingly centred around corporate reputation and the question of whether businesses are part of society's problems or part of their solution. This groundbreaking book treats issues, strategies and societal interaction in

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*a homogenous
manner and analyzes
the nature of the
international
bargaining society as
it has matured.
Discussing and
contextualizing
contemporary
debates on
international
corporate social
responsibility,
globalization and the*

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*impact of reputation,
this key text
integrates them into
a new and coherent
framework: Societal
Interface
Management. Using
this unique
framework, it
explores the
interfaces between
international
corporations,
governments and*

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*civil society
representatives.
Analytic and
revealing, the text
applies the
framework to in-
depth studies of Nike,
Shell, Triumph
International,
GlaxoSmithKline and
ExxonMobil. It
investigates the
conflicts surrounding
Burma, blood*

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diamonds, child labour, oil spills, food safety, patents on HIV/AIDS medication and labour rights that have resulted in a large number of disciplining activities. An accompanying website (www.ib-sm.org) contains additional case studies, as well as issue dossiers on the

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*challenges
confronting
international firms.
Drawing on a wealth
of experience both in
research and
teaching, the authors
have developed a
text that integrates
reputation,
responsibility, ethics
and accountability.
Clearly constructed,
it is a must-have*

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*book for all those
studying or teaching
business ethics,
political economics,
economic geography,
public relations, and
corporate social
responsibility.*

*Corporate Social
Responsibility and
International
Development
Corporate Social
Responsibility*

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*The SAGE Handbook
of Small Business and
Entrepreneurship
Dirty Money and How
to Renew the Free-
Market System
Towards Inclusive
Development?
Stakeholders in a
Global Environment
Globalization,
Robotics, and the
Future of Work
The most*

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trusted and
applied
textbook on
corporate
social respons
ibility; both
critical in
approach and
contemporary
in coverage.
Climate
change, the

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resource

constrained
economy, and
sustainability
in general are
amongst the
hottest and
most
problematic
topics for
contemporary
businesses.

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This book provides a comprehensive overview of how the world's sustainability challenges are affecting and being affected by business.

"Digital

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technology
will bring
globalisation
and robotics
(globotics) to
previously
shielded
professional
and service
sectors. Jobs
will be
displaced at

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the eruptive
pace of
digital
technology
while they
will be
replaced at a
normal
historical
pace. The
mismatch will
produce a

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backlash - the
globotics
upheaval"--

This book
deals with the
role of
international
standards for
corporate
governance in
the context of
corporate

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social respons
ibility. Based
on the
fundamentals
of moral
theory, the
book examines
governance and
CSR in
general,
addressing
questions such

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as: Is "good governance" not affected by moral concerns? How do the principles and practices of CSR standards adhere to or conflict with insights from

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business

ethics and
moral theory?
To what extent
do the
standards and
governance
models provide
normative
guidance? Do
the standards
and governance

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guidelines
provide an
adequate means
of
benchmarking
and auditing?
Are these
standards a
help or a
hindrance to
stakeholder
engagement and

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transparency?

The book
provides
insightful and
thought-
provoking
answers to
these and many
other
important
questions
concerning CSR

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standards, and offers a valuable resource for practitioners, academics and students at business schools and other institutions. What is the

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Role of the
Corporation in
Creating
Sustainable
Societies?
Innovation for
Sustainability
A Meta-
Regulation
Approach of
Law for
Raising CSR in

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a Weak Economy
CSR 2.0
Business
Ethics and
Ethical
Business
Concepts,
Methodologies,
Tools, and
Applications
Achieving
Sustainable

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Effectiveness
*Corporate Social
Responsibility
(CSR) has become
an important
concept in the last
few decades.
Although it
originated in the
developed
countries of the
West, the concept
has been
embraced and*

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*adapted by
corporations and
policy-making
agencies in many
developing
countries. Not
surprisingly, given
the importance of
growth and
development as
policy objectives in
these countries,
CSR has had a
significant impact*

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*on sustainable
development.
Sustainable
Development and
Corporate Social
Responsibility
explores the
evolution of CSR
across the
developed and
developing world,
with a particular
focus on China and
sustainable*

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And Murray.

*development.
Through an
extensive review of
the literature and
relevant case
studies, the book
examines whether
CSR can make a
contribution to
sustainable
development, how
the patterns of CSR
in developed
Western economies*

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compare to that in the rapidly growing economy of China, what trade-offs take place between CSR and economic growth as well as the future of CSR and its possible impact on the global sustainable development agenda. This book is a valuable

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And Murray

*resource for
academics and
upper-level
undergraduate and
postgraduate
students in the
fields of
human/social
geography,
economics,
business studies,
sustainable
development,
development*

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And Murray

*studies and
environmental
studies.*

*This book has
many merits. It will
make fascinating
reading for the
increasing number
of organizational
scholars who
wonder how
organizational
research can
engage more in*

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*accounting for the
impact of
corporations on
their environment
in a broad sense.*

*Bahar Ali Kazmi,
Bernard Leca and
Philippe Naccache,
Organization*

*Studies This book
is for those who
will enjoy a
thoughtful and
informative*

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*monograph that
acutely
summarises and
refreshes critique
from a political and
sociological
perspective. It is a
comprehensive re-
interpretation of
the corporate world
and the evidently
meretricious
regime of CSR
which makes it an*

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And Murray

*enjoyable
compendium for
critical
management
studies fans . . . this
erudite volume will
be valuable to
mainstream, social
science academics
either involved in
(or dismissive of)
CSR and
sustainability
discourses in*

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*management
education and
research. David
Bevan,
Scandinavian
Journal of
Management
Banerjee s book is
thought provoking
and must be read.
But it should be
read not only by
corporate social
responsibility*

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And Murray

*scholars but by all
business scholars.
It is through
Banerjee s
provocations that
we can understand
the shortcomings
of corporate
systems and the
boundaries of
corporate social
responsibility.
Pratima Bansal,
Administrative*

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Science Quarterly
This is a tour de
force that carefully
assembles and
incisively
interrogates
perhaps the most
pressing problem
of our age: how to
harness the
resources of
corporations to
tackle global
problems of

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And Murray

*poverty,
oppression and
environmental
degradation?
Banerjee does not
present us with glib
pronouncements or
simplistic fixes.
Instead, he
brilliantly
illuminates the
scale of the
challenges and
lucidly assesses*

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the relevance and value of CSR responses to date. Hugh Willmott, University of Cardiff, UK Bobby Banerjee takes on the popular mythologies of neo-liberal corporate social responsibility with enviable flair and a thoroughness of

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scholarship that will dismay its apologists. His critique extends from the origins of the modern corporation and its well-known abuses and excesses to far harder targets the more attractive alternatives that have been developed for

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theory and practice that, as Banerjee shows brilliantly, only serve to mask continuing neo-colonial abuses. Banerjee is not content simply to expose the impossibilities of doing good works whilst maximizing shareholder value, the win-win view of

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CSR, but he bites the bullet with some uncompromising but realistic proposals for the future reconstruction of CSR both as a field of study and as a business practice. We have needed this exposure of the bad and the

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ugly for a long time. The current versions of CSR are simply just not good enough.

Stephen Linstead, University of York, UK Banerjee pulls the beguiling mask off corporate social responsibility.

Taking the vantage point of the world's poor, he shows

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*CSR to be a cruel
hoax corporations
cynical effort to
undermine growing
demands for
economic and
environmental
justice. Paul S.
Adler, University of
Southern
California, US This
book problematizes
the win-win
assumption*

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underlying discourses of CSR and suggests that it is a rhetoric that is invariably subordinated to that of corporate rationality. Rather than see CSR as providing the means to transform corporations by advocating a stakeholder view of

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*the firm it argues
that CSR
represents an
ideological
movement
designed to
consolidate the
power of
transnational
corporations and
provide a veneer of
liberality to the
illiberal economic
agenda of the*

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*major global
institutions.
Stewart Clegg,
University of
Technology,
Sydney, Australia
Professor Banerjee
offers us a
refreshing analysis
of corporate social
responsibility (CSR)
in an otherwise
comparatively
turgid literary*

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landscape. People may disagree with his criticism that because of its preoccupation with shareholder value, the corporation is an inappropriate agent for social change but it is backed up by strong theoretical and substantive empirical

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Examines the concepts of corporate social responsibility (CSR) in the context of globalisation and its many challenges, focusing on different legal perspectives that arise.

*The SAGE
Handbook of Small*

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Business and Entrepreneurship offers state-of-the-art chapters on all aspects of this rapidly-evolving discipline. Original contributions from the best international scholars map the development of Entrepreneurship as an academic

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*field, explore its
key current
debates and
research methods,
and also consider
its future
directions. Part
One: The People
and the
Entrepreneurial
Processes Part
Two:
Entrepreneurship
and Small Business*

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*Management and
Organization Part
Three:*

Entrepreneurial

Milieu Part Four:

*Researching Small
Business*

Entrepreneurship

*This handbook will
be the leading
reference book for
Entrepreneurship
academics and
researchers, as*

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*well as those from
other associated
disciplines
including business
and management,
psychology,
marketing,
sociology and
anthropology.
Profits and
Sustainability
Theory and
Practice
Oil Multinationals*

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and Social

Challenges

Corporate Social

Responsibility in

the Global Business

World

Corporate

Stewardship

Tomorrow's

Capitalist

Transforming

Corporate

Sustainability and

Responsibility

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Highly accessible
and student-
friendly, Human
Resource
Management in a
Business Context
is the core text
for the CIPD
Level 7 Advanced
module, Human
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Management in

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Context, and is also essential reading for other undergraduate and postgraduate HR and business degrees. In clear and easy to navigate chapters, which consider government

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policy,

regulation, the

world economy

and demographic

and social trends,

this book

provides the firm

theoretical

background that

you can apply in

practice. Human

Resource

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Management in a Business Context is packed with international case studies, examples and activities that will actively engage you with the different areas of knowledge and allow you to work

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through the material step-by-step. This edition is fully updated to include an even broader range of global case studies with extended coverage from China and India and updates to

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policies and
legislation. The
online resources
available have
also been
expanded on, and
now provide
additional case
studies and
activities,
alongside
lecturer's guides,

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PowerPoint
slides and
annotated web
links.

This book
represents the
definitive
research
collection for
corporate social
responsibility
communication,

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offering cross-disciplinary and international perspectives from the top scholars in the field. Addresses a gap in the existing CSR literature
Demonstrates the relevance of

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effective CSR
communication
for the
management of
organizations
The 28
contributions
come from top
scholars in public
relations,
organizational
communication,

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reputation
management,
marketing and
management
Corporate
Responsibility
For over forty
years in more
than sixty
countries,
Raymond Baker
has witnessed

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the free-market system operating illicitly and corruptly, with devastating consequences. In *Capitalism's Achilles Heel*, Baker takes readers on a fascinating journey through

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the global free-market system and reveals how dirty money, poverty, and inequality are inextricably intertwined. Readers will discover how small illicit transactions lead

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to massive
illegalities and
how staggering
global income
disparities are
worsened by the
illegalities that
permeate
international
capitalism.
Drawing on his
experiences,

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And Murray

Baker shows how Western banks and businesses use secret transactions and ignore laws while handling some \$1 trillion in illicit proceeds each year. He also illustrates how businesspeople,

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criminals, and
kleptocrats
perfect the same
techniques to
shift funds and
how these tactics
negatively affect
individuals,
institutions, and
countries.

A History of
Green

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Entrepreneurship

Operations and

Service

Management:

Concepts,

Methodologies,

Tools, and

Applications

Sustainable

Development and

Corporate Social

Responsibility

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Managing
Corporate
Citizenship and
Sustainability in
the Age of
Globalization
Strategic
Corporate Social
Responsibility
Changing
Behaviors for
Good

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Corporate Social Responsibility and Regulatory Governance

This work is a brief yet comprehensive introduction to the thought-provoking field of business ethics. It is organized into three parts that cover the role of

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business in society, the ethics of internal management, and the challenges of international business.

Abducted from her West African village at the age of eleven and sold as a slave in the American South, Aminata Diallo thinks only of freedom - and of finding her way

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home again. After escaping the plantation, torn from her husband and child, she passes through Manhattan in the chaos of the Revolutionary War, is shipped to Nova Scotia, and then joins a group of freed slaves on a harrowing return odyssey to Africa.

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Lawrence Hill's epic novel, winner of the Commonwealth Writers' Prize, spans three continents and six decades to bring to life a dark and shameful chapter in our history through the story of one brave and resourceful woman. How can you be an ethical corporate

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citizen in an increasingly complex, multiple-stakeholder world? This is the most pressing question facing businesses today, small and large, local and global.

Business Ethics is a thorough yet accessible exploration of the main ethical theories and how these

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apply to the major stakeholders facing this question. Written from a truly international perspective and supported by diverse and innovative learning features, this book provides the tools and concepts necessary to understand and

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effectively manage ethical challenges wherever you are in the world. 'Key Concepts' and 'Think Theory' boxes ensure the essential ideas are straightforward to grasp but don't go unchallenged, while 'Ethics in Action' boxes and Case Studies illustrate these

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ideas at play in the working world. Step into the shoes of a decision-maker with 'Ethical Dilemma' boxes and hear from them first hand with new 'Practitioner Spotlight' boxes, which feature fascinating insights from real-life practitioners on how

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they manage ethical decisions and what skills they consider to be crucial to success. The fourth edition offers a wealth of new cases and examples as well as updates of favourites from previous editions, including features on AirBnB, TOMS, and McDonalds. Bespoke

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video interviews with the practitioners from the book and new multiple-choice questions enhance the online resources for students, while workshop and flipped classroom activity ideas support lecturers. In addition, content has been thoroughly updated

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across the book and online to reflect the latest developments and issues surrounding corporate citizenship, globalization, and sustainability. Award-winning, best-selling, and up-to-date; this is the textbook of choice for those wishing to excel in business ethics. The book is

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supported by an
extensive range of
online resources: For
students: Practitioner
Spotlight videos and
web links Additional
Case Study web links
Additional Ethics in
Action web links
Addition Ethics on
Screen web links
Think Theory
responses Film list

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Multiple-choice

questions For

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Teaching notes for

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Dilemmas Teaching

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Action features
Teaching notes for
Ethics on Screen
features Ideas for
structured workshops
This book provides an
overview of the
application of
Corporate Social
Responsibility in
businesses and
corporations around
the world. Primarily

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based on real cases, it focuses on different approaches to CSR from a global perspective. It provides a critique of the “wrong” practices often employed even by multinational organizations, and highlights the resultant negative effects. On the other hand the

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book demonstrates good examples that can help multinationals or even entire countries to achieve both a better reputation and increased profitability. “CSR in the Global Business World” is a rich resource of illustrative cases, serving both as a basis

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for ongoing research
as well as for teaching
purposes at the
business school level.

Corporate
Responsibility and
Labour Rights
The Handbook of
Communication and
Corporate Social
Responsibility
Legal Regulation of
Corporate Social

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Responsibility

The Civil Corporation

Perspectives on

Corporate Social

Responsibility

Crisis and Critique

International Business-

Society Management

This is the first of

two volumes that

examine the

changing nature of

state-business

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relations. This book assesses the potential and limits of CSR in developing countries, by focusing on aspects that are often ignored in the CSR literature: historical experience, theoretical perspectives, and institutional and political dimensions

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of change.

The Civil
Corporation is top
draw reading for
business
professionals,
management
students and
academics, activists
and public servants.
It goes to the heart of
the issue of business
in society, cutting

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through the rhetoric of campaigners and business-speak by framing the tough questions in balanced and yet provocative terms. Crucially, it connects an insightful vista of the broader landscape with a set of practical 'do's' that have stood the

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test of time. The book was awarded the prestigious Academy of Management's Social Issues in Management Book Award in 2006, confirming that Zadek has produced what every author aspires to: a classic book that is timely in

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its application.

In its journey from the margins to the mainstream, the idea of corporate responsibility has become a significant part of the business agenda. Whilst society has always held expectations of business that go beyond wealth

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creation, the backdrop against which businesses now operate - characterised by financial crisis, climate change, political shifts, and population growth - has seen corporate responsibility becoming increasingly central

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to the ability of businesses to address global concerns. In a world where prosperity is measured in terms of economic growth, the pressure on business to maximise profits whilst also being held publically accountable for its social and

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environmental record, continues to increase. Drawing on numerous case studies, theories, and perspectives, this textbook explores what corporate responsibility reveals about the changing role of business in the twenty-first century. The third

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edition has been updated to reflect the full impact of the 2008-9 financial crisis and new examples of actual business practice have been presented throughout. These include: Google and their struggles with the Chinese government over

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censorship;

Trafigura and their illegal dumping of toxic waste; and Proctor and Gamble and their charitable work to provide clean water to poor communities. The text is accompanied by an Online Resource Centre which includes: For

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students: Additional
case studies Further
reading Sources on
regulation and
governance

Suggested films Web
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For lecturers:

Images from the
book

This book examines
the conception of
corporate social

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responsibility (CSR) in Africa, expanding it's frontiers beyond corporate reporting, voluntary corporate charity and community development projects. Taking a corporate law perspective on CSR, the author combines theory and practice

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to explain how CSR interacts with of sustainable development and sets an agenda for effective operationalization in Africa. The book not only devises an enforcement mechanism towards embedding effective CSR and sustainable

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development in Africa but also addresses CSR greenwash on the continent. The author critically examines CSR practices, legal and regulatory techniques in Nigeria and South Africa in the context of contexts of

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international
regulatory dialogues
and shows how
corporate socially
responsible
behaviour can be
effectively embedded
within business
communities in
Africa. Increasing
our understanding of
the theoretical, legal
and regulatory

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frameworks

supporting corporate responsibility, this book will be of interest to scholars, policy makers and practitioners in the fields of Africa law, corporate law, corporate social responsibility and African business.

Business

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Transformations

Towards a Better

World

Corporate Social

Responsibility and

Law in Africa

Understanding

Globalization

Implementing Codes

of Conduct

Theories, Issues and

Practices

Modern Capitalism

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and the Future of
Health

Beyond Corporate
Social Responsibility

This book marks
a milestone in
Economics

publishing.

Sustainable

Economics is

the subject

of the moment,

as businesses

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across the
globe face up
to peak oil
prices, climate
instability,
increasingly
complex
environmental
legislation and
the challenge
of adapting to
a new business
landscape.

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Sustainable
Economics:
Context,
Challenges and
Opportunities
for the 21st
Century
Practitioner
debugs the
language of
sustainable
development. It
explores the

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strengths and weaknesses of the many and diverse schools of thought. The book enables the modern business student and practitioner to disentangle the complex, often convoluted

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debate relating
to
sustainability,
and it provides
the tools
necessary to
lead their
organizations
through the
murky waters of
current times
and prepare for
the challenges

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of the future.
Eschewing the
linear – take,
make and waste
– approach of
current
business and
manufacturing
thinking, this
book revisits
the ecological
models
underpinning

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recent economic sustainability theory, and re-examines the consequences of modern ecological thought upon business strategies relating to sustainability. A chapter is

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also dedicated
to the
"circular
economy",
already in
common parlance
at policy
levels in the
UK, and notably
in China and
other
developing coun
tries.Packed

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with the most
recent research
papers,
Sustainable
Economics is an
essential
resource for
the 21st-
century
business
practitioner
and
legislator. The

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book is supported with a large array of teaching and learning material, for both formal and informal use, ranging from role play to data analysis which are available on

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request with
the purchase of
this book.

Corporate
Social
Responsibility
(CSR) has
emerged as an
important
approach for
addressing the
social and
environmental

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impact of
company
activities. Yet
companies are
increasingly
expected to go
beyond this.
They are now
often expected
to assist in
addressing many
of the world's
most pressing

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problems,
including
climate change,
poverty and
HIV/AIDS. With
increasing
expectations
placed on
business, this
book asks if
CSR is capable
of delivering
on these larger

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expectations.
It does so by
investigating
an industry
that has been
at the centre
of the CSR
development -
the oil and gas
sector. Looking
at companies
from developed
countries such

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as Exxon and Shell, as well as companies from emerging economies such as Brazil's Petrobras and China's CNOOC, the book investigates the potential of CSR for addressing

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three important
challenges in
the business-
society
relationship:
the
environment,
development and
governance.
Stewardship
entails a
profound
understanding

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and acceptance
of the
challenges that
result from the
organization's
interdependence
with the
societal and
ecological
contexts in
which it
operates—and of
what it takes

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to embrace the
challenges to
be a force for
building a
viable future.
This book dares
to ask 'why'
business
leaders should
embrace
stewardship in
the current
market where

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profit reigns
supreme. A
shift in
approach
represents
fundamental
change for the
corporate
world, and even
the most
advanced
corporations
consider

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themselves to
be in the
starting block
of this
transition. The
book sets out
the practical
ways in which
corporate
stewardship can
be achieved
through
embedding new

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approaches
across the
different
functions of a
business. This
book, written
by the leading
thinkers in
sustainability
research,
provides
practical
guidance on how

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companies can resolve the paradoxical challenges they face. How can they be at the same time profitable and responsible, effective and ethical, sustainable and adaptable? It

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explores what businesses are doing, what they can and should do to effectively respond to external challenges, and focuses on how leaders can create cultures,

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strategies, and
designs far
beyond
“business as
usual”. Stewards
must not only
make proper
current use of
that which they
hold in trust,
they also must
leave it in
better

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condition for
use by future
generations.
Corporate
Stewardship
challenges
managers,
executives, and
directors of
global
corporations to
think and act
as stewards of

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both their
organizations
and the
physical and
social
environments in
which they
operate.

An incisive and
powerful
investigation
of corporate
impact on human

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and planetary
well-being
Freedom of
choice lies at
the heart of
American
society. Every
day,
individuals
decide what to
eat, which
doctors to see,
who to connect

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with online,
and where to
educate their
children. Yet,
many Americans
don't realize
that these
choices are
illusory at
best. By the
start of the
21st century,
every major

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industrial
sector in the
global economy
was controlled
by no more than
five
transnational
corporations,
and in about a
third of these
sectors, a
single company
accounted for

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more than 40 percent of global sales. The available options in food, healthcare, education, transportation, and even online presence are largely constructed by

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corporations,
whose sweeping
influence have
made them the
public face and
executive
agents of 21st-
century
capitalism. At
What Cost
confronts how
globalization,
financial

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speculation,
monopolies, and
control of
science and
technology have
enhanced the
ability of
corporations
and their
allies to
overwhelm
influences of
government,

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family,
community, and
faith. As
corporations
manipulate
demand through
skillful
marketing and
veto the
choices that
undermine their
bottom line,
free consumer

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choice has all
but
disappeared,
and with it,
the personal
protections
guarding our
collective
health. At What
Cost argues
that the world
created by 21st-
century

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capitalism is simply not fit to solve our most serious public health problems, from climate change to opioid addiction. However, author and public health expert Nicholas

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Freudenberg
also shows that
though the road
is steep, human
and planetary
well-being
constitute a
powerful
mobilizing idea
for a new
social
movement, one
that will

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restore the
power of
individual
voice to our
democracy. With
impeccably
detailed
research and an
eye towards a
better future,
At What Cost
arms ordinary
citizens,

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activists, and health professionals with an understanding of how we've arrived at the precipice, and what we can do to ensure a healthier collective future.

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