

Read Book Corporate Social Responsibility Doing The Most Good For Your Company And Your Cause By Philip Kotler

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Corporate social responsibility has gained substantial traction in recent decades but many still struggle with conveying the importance of integrating ethics and environmental and social values within the demands of a business world understandably concerned with making profit. First published in 2009 as 'Do the Right Thing', The Practical Guide to Corporate Social Responsibility guides you through the basics, teaching how to recognise CSR benefits and put principles into practice in a business-focussed way. This new edition helps readers get to grips with improving their organisation's environmental management, sustainability, health and safety and trading ethics with straightforward guidance and tips. A new 'Do The Right Thing' Model assists organisations with identifying risks and frames corporate social responsibility in a business context accessible to all. Features include: An updated Do the Right Thing Model aligned to the new ISO high level structure for management system standards 20 global case studies to demonstrate how the model can impact performance A corporate social responsibility policy template for your organisation's use Helpful 'Test your thinking' exercises to check your understanding and stretch your working

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knowledge 100 practical actions for you to start implementing today This is an essential introduction to the complex areas of corporate social responsibility that affect health and safety practitioners, environmental managers, human resources personnel and those working with quality and business assurance. It will also be critical reading for those looking to understand how CSR fits into the new high level structure of ISO 9001, ISO 14001 and ISO 45001.

Electronic Inspection Copy available for instructors here Providing a much-needed critique of Corporate Social 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 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 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 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 fields of CSR, business ethics, and strategy, will find this text a useful companion to counter received wisdom in this area.

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Examines the rise and spread of corporate social responsibility across the globe and its impact on corporate reputation and behaviour.

Since the mid 1990s political and public debates about the social responsibilities of firms have gained renewed force. Although CSR seems to be a well defined concept in management literature, in its diverse applications the CSR concept loses much of its pertinence. In *Managing Corporate Social Responsibility in Action*, the authors focus on different aspects of managing CSR in action to capture differences between discourse and practice. By examining the question from three angles - talking about CSR, doing CSR and measuring CSR - they attempt to make sense of the difference between practice and reality. This volume considers ways to overcome the difficulties that arise around CSR in action.

The *Executive's Guide to 21st Century Corporate Citizenship* provides a major update on how to 'do' corporate citizenship, showing senior managers how they can win the reputation battle and deliver value to society while creating the most successful business possible in today's competitive landscape.

*Managing Corporate Social Responsibility* offers a strategic, communication-centred approach to integrating CSR into organizations. Drawing from a variety of disciplines and written in a highly accessible style, the book guides readers in a focused progression providing the key points they need to successfully navigate the benefits and implications of managing CSR. Chapters are organized around a process model for

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CSR that outlines steps for researching, developing, implementing, and evaluating CSR initiatives Emphasizes stakeholder engagement as a foundation throughout the CSR Process Model Discusses ways to maximize the use of social media and traditional media throughout the process Offers international examples drawn from a variety of industries including: The Forest Stewardship Council, Starbucks Coffee, and IKEA. Draws upon theories grounded in various disciplines, including public relations, marketing, media, communication, and business

Today, corporations are expected to give something back to their communities in the form of charitable projects. In Corporate Social Responsibility, Philip Kotler, one of the world's foremost voices on business and marketing, and coauthor Nancy Lee explain why charity is both good P.R. and good for business. They show business leaders how to choose social causes, design charity initiatives, gain employee support, and evaluate their efforts. They also provide all the best practices and cutting-edge ideas that leaders need to maximize their contributions to social causes and do the most good. With personal stories from twenty-five business leaders from socially responsible companies, this is the bible for today's good corporate citizen.

Biological threats like SARS and natural disasters like the tsunami in Indonesia have devastated entire regions, and quickly exhausted budgetary resources. As the field of environmental health continues to evolve, scientists and others must focus on gaining a better understanding of the links between human health and various environmental

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factors, and on creating new paradigms and partnerships needed to address these complex environmental health challenges facing society. *Global Environmental Health in the 21st Century: From Governmental Regulations to Corporate Social Responsibility: Workshop Summary* discusses the role of industry in environmental health, examines programs designed to improve the overall state of environmental health, and explores how governmental and corporate entities can collaborate to manage this industry. Stakeholders in both the public and private sectors are looking for viable solutions as the complexity of societal problems and risks associated with management and varying regulatory standards continue to increase. *Global Environmental Health in the 21st Century* draws critical links and provides insight into the current shape of global environmental health. The book recommends expanding environmental management systems (EMS) to encompass a more extensive global network. It also provides a complete assessment of the benefits and costs resulting from implementation of various environmental management systems.

A valuable interdisciplinary resource examining the concept and effectiveness of CSR as a tool for sustainable development in emerging markets.

The goal of this project is to detail the core, defining principles of strategic CSR that differentiate it as a concept from the rest of the CSR/sustainability/business ethics field. It is designed to be a provocative piece, but one that solidifies the intellectual framework around an emerging concept--strategic CSR. The foundation for these principles comes from my perspective as a management professor within the business school. As such, it is a pragmatic

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philosophy, oriented around stakeholder theory, that is designed to persuade business leaders who are skeptical of existing definitions and organizing principles of CSR, sustainability, or business ethics. It is also designed to stimulate thought within the community of intellectuals and business school administrators committed to these issues, but who approach them from more traditional perspectives. Ultimately, therefore, the purpose of the strategic CSR concept (and this book) is radical--it aims to redefine both business education and business practice. By building a theory that defines CSR as core to business operations and value creation (as opposed to peripheral practices that can be marginalized within the firm), these defining principles become applicable across the range of operational functions. As such, they redefine how businesses approach these functions in practice, but also redefine how these subjects should be taught in business schools.

Corporate Social Responsibility: Definition, Core Issues and Recent Developments offers a well-structured and thorough introduction to corporate social responsibility (CSR). Author Brent D. Beal introduces the basic concept of CSR, briefly discusses the challenges of defining it, and summarizes important conceptual models. CSR is examined in the context of the perfect competition market model, market failure, and social dilemmas. Three different types of CSR—systemic, strategic, and philanthropic—are highlighted. Finally, arguments both for and against CSR are outlined and several conceptual frames are proposed. Readers are encouraged to think about what businesses should be responsible for in society and how a society's economic system should be structured, bounded, and ultimately, controlled. This text is appropriate for any business course in which the introduction of CSR would complement other course content.

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Undeniably, the concept of corporate social responsibility (CSR) is not new, but there is a huge difference between understanding the concept of CSR in developed and developing nations. In developing countries, firms have little interest in adopting CSR as a strategy in their business goals. The best practices, techniques, and empirical studies conducted around the globe must be discussed in detail in order to encourage the incorporation of the best CSR strategies for regionally diverse businesses. *Global Corporate Social Responsibility Initiatives for Reluctant Businesses* is a critical reference source that covers the scope of global corporate social responsibility, which has continued to increase in the last couple of decades. The book includes core aspects of corporate social responsibility philosophy and practices in different European, North American, and Asian countries. This authored book helps readers to understand the corporate social responsibility practices in different countries and also provides a holistic picture of global CSR and emerging trends with the support of empirical studies. Covering topics including internationalization, Islamic CSR, green public procurement, CSR strategy, and sustainability, this book is essential for managers, executives, human resources managers, policymakers, academicians, researchers, students, and practitioners.

As consumers, our access to—and appetite for—information about what and how we buy continues to grow. Powered by social media, increasingly we look at the companies behind the products and are disappointed when their actions do not meet our expectations. With engaged citizens acting as 24/7 auditors of corporate behavior, one formerly trusted company after another has had their business disrupted with astonishing velocity in the wake of what, in the past, might have been written off as a bad media cycle. Gone are the days when a company could hide behind “socially responsible” branding or when marketing controlled the corporate

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narrative. That control has shifted to engaged stakeholders in the new social landscape, requiring a more radical change to company practices. James Rubin and Barie Carmichael provide a strategic roadmap for businesses to navigate the new era, rebuild trust, and find their voice. Reset traces the global decline of trust in business at the same time that the public's expectations for business's role in society is increasing. Today, businesses must bridge this widening gap at a time when online stakeholders are committed to holding business accountable for its behavior, with unprecedented internal and external scrutiny. This requires strategic solutions anchored in a critical outside-in understanding of the stakeholder footprint of the business model. Reset offers case studies of reputations lost and found, suggesting fundamental strategies to mitigate risk and build the corporate brand. In this new era of instant transparency, corporate behavior has become the proof of corporate character for recruiting and retaining both customers and the next generation of talent. Offering essential advice for managing brand, reputation, and risk, this book is a guide to navigating the pitfalls and taking advantage of the opportunities of the reset.

This look at CSR (Corporate Social Responsibility) -- where it began, where it is today, and where it is headed -- told chronologically and through Toby Usnik

Build a more effective board with insight from the forefront of corporate governance The Handbook of Board Governance provides comprehensive, expert-led coverage of all aspects of corporate governance for public, nonprofit, and private boards. Written by collaboration among subject matter experts, this book combines academic rigor and practitioner experience to provide thorough guidance and deep insight. From diversity, effectiveness, and responsibilities, to compensation, succession planning, and financial literacy, the topics are at

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once broad-ranging and highly relevant to current and aspiring directors. The coverage applies to governance at public companies, private and small or medium companies, state-owned enterprises, family owned organizations, and more, to ensure complete and clear guidance on a diverse range of issues. An all-star contributor list including Ram Charan, Bob Monks, Nell Minow, and Mark Nadler, among others, gives you the insight of thought leaders in the areas relevant to your organization. A well-functioning board is essential to an organization's achievement. Whether the goal is furthering a mission or dominating a market, the board's composition, strategy, and practices are a determining factor in the organization's ultimate success. This guide provides the information essential to building a board that works. Delve into the board's strategic role in value creation Gain useful insight into compensation, risk, accountability, legal obligations Understand the many competencies required of an effective director Get up to speed on blind spots, trendspotting, and social media in the board room The board is responsible for a vast and varied collection of duties, but the singular mission is to push the organization forward. Poor organization, one-sided composition, inefficient practices, and ineffective oversight detract from that mission, but all can be avoided. The Handbook of Board Governance provides practical guidance and expert insight relevant to board members across the spectrum.

'Companies still thinking about the environment as a social responsibility rather than a business imperative are living in the dark ages.' -Carter Rogers In assessing the economic, human, and environmental situation of our world today, this report draws worrying conclusions. Poverty remains a major issue, and the gap between the richest and the poorest is widening. Some people still do not possess the basic requirements to live a decent and safe human life.

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Our footprint increasingly shatters the earth's equilibriums, causing pollution, species extinction, and global warming, and it has adverse effects on extreme weather events. These events necessitate the development of a conscience among the world's corporations and immediate serious action towards improving the situation. Put Your Corporate Social Responsibility Act Together, by Dr. Mark Esposito, explores ways in which corporations can increase employee satisfaction, decrease their carbon footprint, and maintain good business practices while reaping the continued benefits of yearly revenue. With examples of successful Corporate Social Responsibility and analyses of the current economic and environmental climate, this book is the perfect resource for any company hoping to improve its impact on both the globe and the community. Mark Esposito, Ph.D., is a renowned specialist in Organizational Management and Sustainability. He serves as an Associate Professor of Management & Behavior for the Grenoble School of Management in France, and an advisor to the UNESCO and Research Fellow for the UN Global Compact. A citizen of the world, he speaks seven languages and lives between Switzerland, France, USA and Panama.

The essays in this volume examine the emergence of the concept of corporate social responsibility, and the uses that have been made of the language of corporate responsibility to explore the business/society relationship. The first section traces the emergence of the concept of corporate social responsibility as a way of understanding and framing the business/society relationship. Section two of the volume looks at "Definitions and ethical justifications" with a view to exploring current discussions of the nature, scope and source of the social responsibilities of corporations. Section three,

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"CSR and Management: Critical Reflections", explores the integration of CSR theories and justifications into business management and business management theories. Articles in the final section of the volume apply the concept of corporate social responsibility, and the theoretical frameworks and analytical tools to which it has given rise, to the examination and resolution of specific social issues arising out of the economic activities of corporations.

Being socially responsible on the part of corporate entities is now no longer an option, it is part of their normal business obligations to all their stakeholders regardless of whether these are primary or secondary stakeholders. Modern societies around the world now expect corporate entities of all shapes and forms to be socially responsible in whatever they do; the "Global Practices of Corporate Social Responsibility" is a first attempt at bringing together in one book experts' accounts of how corporate entities in twenty independent nations around the world are dealing with the issue of CSR. The world today faces diverse social problems. These become apparent as one moves from one country to the next, interestingly, society now expects corporations to help in finding solutions to these problems. The problem of global warming affects us all; modern corporations can no longer continue to assume that the problem will go away, if nothing is done by them. We can all make a little difference by our actions.

The Anthropology of Corporate Social Responsibility explores the meanings, practices, and impact of corporate social and environmental responsibility across a range of

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transnational corporations and geographical locations (Bangladesh, Cameroon, Chile, the Democratic Republic of the Congo, Ghana, India, Peru, South Africa, the UK, and the USA). The contributors examine the expectations, frictions and contradictions the CSR movement is generating and addressing key issues such as the introduction of new forms of management, control, and discipline through ethical and environmental governance or the extent to which corporate responsibility challenges existing patterns of inequality rather than generating new geographies of inclusion and exclusion. How effective are multinational companies at improving working conditions in their supply chains? This book focuses on a crucial dynamic in private efforts at regulating labor standards in international production chains. It addresses questions regarding the quality of rules (Are existing efforts to privately regulate labor standards credible?) as well as business demand for private regulation (To what extent are different types of regulation adopted by companies?). This volume seeks to understand the underlying issue of whether private regulation can be both stringent and popular with firms. The study analyzes the nature and origins of, the business demand for and the competition between all relevant private regulatory organizations focusing on clothing production. The argument of the book focuses on the interaction between activists and firms, in consensual (developing and governing private regulatory organizations) and in contentious forms (activists exerting pressure on firms). The book describes and explains an emerging divide in the effort to regulate working conditions in clothing

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production between a larger cluster of less stringent and a smaller cluster of more stringent private regulatory organizations and their supporters. The analysis is based on original data, adopting both comparative case study and inferential statistical methods to explain developments in apparel, retail and sportswear sectors.

This book highlights the most critical aspects of diversity and their implications for Corporate Social Responsibility (CSR), examining them in a collection of conceptual and practical contributions from researchers and practitioners alike. In particular the book discusses good and best practices for diversity management and analyzes possible links between CSR and diversity within organizations. Examples are drawn from a diverse range of organizational settings including corporations, educational institutions and other (non-profit) organizations and in various countries, including Germany, the UK, the USA and India.

Corporate Social Responsibility is based on critical insight gained by analysing four large companies' experiences of corporate social responsibility. This study highlights the inadequacies of social and ethical reporting by business, both in terms of the ad-hoc nature of the information currently reported, and the absence of internal reporting. It will serve as evidence to companies, that producing a glossy report does not necessarily equal social responsibility. \* Explores the problems faced by firms seeking to develop their own social performance strategies \* Explores corporate governance issues \* Offers a grounded theory approach, involving full taping and transcribing of all

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interviews

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

Corporate Social Responsibility (CSR) has become a buzzword in management today. And yet, skepticism often prevails, as CSR is often associated with traditional philanthropic practices enabling companies to greenwash their unethical social and environmental practices. This book offers a fresh view on today's CSR from both historical and geographical perspectives. Exploring its roots and theoretical developments in the US, the author then focuses on how CSR has spread across the world, first in Europe and later in the developing world. An updated overview of today's CSR agenda is provided with a focus on four key issues: stakeholder inclusion, employee engagement and social dialogue, human rights and environmental sustainability. With the support of multiple cases and examples taken from various continents and industries, the book adopts a sustainability-driven perspective, based on the belief that the future of CSR lies in the strategic embeddedness of key issues into the company's value chain. Finally, the book attempts to draw the contours of tomorrow's CSR by proposing a new terminology reflecting the current evolution of CSR.

This is a reprint of ISBN 978-0-901-357-42-7 'Corporate social responsibility' has been around

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as a recognised discipline for decades - but how many people really understand what it's all about, and how it can benefit their business? Do the right thing is unlike any other book on this complex subject. Forget baffling jargon and complicated theory. This book will help you get to grips with improving your organisation's environmental management, sustainability, health and safety and trading ethics with straightforward guidance and tips. You'll understand the basics, recognise the benefits and get ready to put principles into practice from day one. This book is a must if you work in: health and safety environmental management quality HR risk insurance a senior management role in a commercial, public, charity or voluntary organisation. Read this book and you will: develop a clear understanding of how to combine business competitiveness with social responsibility get real world examples with case studies on companies from Body Shop to BP recognise how your organisation will benefit - bottom line and brand - with a business case for every set of CSR actions get a ready-made information network with links to essential online resources be able to check your understanding and stretch your working knowledge with 20 'Test your thinking' exercises

This monograph focuses on the level of management culture development in organizations attempting to disclose it not only with the help of theoretical insights but also by the approach based on employees and managers. Why was the term "management culture" that is rarely found in literature selected for the analysis? We are quite often faced with problems of terminology. Especially, it often happens in the translation from one language to another. While preparing this monograph, the authors had a number of questions on how to decouple the management culture from organization's culture and from organizational culture, how to separate management culture from managerial culture, etc. However, having analysed a

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variety of scientific research, it appeared that there is no need to break down the mentioned cultures because they still overlap. Therefore, it is impossible to completely separate the management culture from the formal or informal part of organizational culture. Management culture inevitably exists in every organization, only its level of development may vary.

This book is not available as a print inspection copy. To download an e-version click [here](#) or for more information contact your local sales representative. \*Shortlisted in the Management and Leadership Textbook Category at CMI Management Book of the Year Awards 2016\* Why has CSR become part of the mainstream business and academic agenda in the 21st century? How can CSR be fully integrated in business strategy and day-to-day operations? Do companies become more vulnerable to criticism from stakeholders if they make public their commitment to CSR? These are just some of the questions and challenges explored in this exciting new textbook. Readers will not only gain comprehensive knowledge and understanding of the history of CSR, the key CSR drivers, the main theoretical CSR perspectives and the dominant CSR practices found in the business community, they will also, more crucially, learn how to implement CSR in practice. Written and edited by leading academics in the field, Corporate Social Responsibility is an engaging and accessible text designed for any student seeking an introduction to this complex and ambiguous subject. The book is complemented by free online resources, including annotated web links, free full-text journal articles and more.

Research shows that CSR improves long-term business performance and that consumers prefer to patronise organizations with strong histories of social responsibility. Customers and employees are speaking with their values as well as their wallets! But consumers especially are sensitive to empty promises and want brands to be committed to the planet, sustainability

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and other social issues. This book argues that trust is at stake for every organization and is the reason why communications strategies must respond authentically. If you can't be authentic about social initiatives, then don't do it because CSR is not a publicity tool! Yet some see the relationship as nothing but a marketing trick - an organization's blatant self-promotion. This book will define the real role of PR in CSR and what that relationship should be.

An ecofeminist criticism of neoliberalism, this book uses economic growth, CSR and the press coverage of environmental affairs as a case study. The author argues that CSR is part of a wheel of neoliberalism that continually perpetuates inequality and the exploitation of women and Nature. Using an ecofeminist sense-making analysis of media coverage of food waste, global warming, plastic, economic growth and CSR, the author shows how the press discourse in writing is always similar and serves to preserve the status quo with CSR being just a smokescreen that saved capitalism and just one cog in the wheel of neoliberalism. While available research offers perspectives from business and public relations studies, looking at how CSR is implemented and how it contributes towards the reputation of businesses, this book explores how the media enforce CSR discourse while at the same time arguing for environmental preservation. The book presents a combination of quantitative and qualitative methods to explain how and why CSR is being pushed forward by the news media, and how the media preserves the status quo by creating moral panic on environmental issues while at the same time pushing for CSR discourse and economic growth, which only contributes towards environmental degradation. The original research presented in the book looks at how the media write about economic growth, plastics, food waste, CSR and global warming. This interdisciplinary study draws on ecofeminist theory and media feminist theory to provide a

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novel analysis of CSR, making the case that enforcing CSR as a way to do business damages the environment and that the media enforce a neoliberal discourse of promoting both economic growth and environmentalism, which does not go together. Examining the UK media as a case study, a detailed methodological account is provided so that the study can be repeated and compared elsewhere. The book is aimed at academics and researchers in business and media studies, as well as those in women's studies. It will also be relevant to scholars in business management and marketing.

Corporate social responsibility (CSR) expresses a fundamental morality in the way a company behaves toward society. It follows ethical behavior toward stakeholders and recognizes the spirit of the legal and regulatory environment. The idea of CSR gained momentum in the late 1950s and 1960s with the expansion of large conglomerate corporations and became a popular subject in the 1980s with R. Edward Freeman's *Strategic Management: A Stakeholder Approach* and the many key works of Archie B. Carroll, Peter F. Drucker, and others. In the wake of the financial crisis of 2008–2010, CSR has again become a focus for evaluating corporate behavior. First published in 1953, Howard R. Bowen's *Social Responsibilities of the Businessman* was the first comprehensive discussion of business ethics and social responsibility. It created a foundation by which business executives and academics could consider the subjects as part of strategic planning and managerial decision-making. Though written in another era, it is regularly and increasingly cited because of its relevance to the current ethical issues of business operations in the United States. Many experts believe it to be the seminal book on corporate social responsibility. This new edition of the book includes an introduction by Jean-Pascal Gond, Professor of Corporate Social Responsibility at Cass

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Business School, City University of London, and a foreword by Peter Geoffrey Bowen, Daniels College of Business, University of Denver, who is Howard R. Bowen's eldest son.

This guide to corporate social responsibility (CSR) provides discussion of key concepts in a short, easy-to-use format. It is divided into sections on key terms, the global stage, corporate governance, corporate social responsiveness, public relations and philanthropy, and implications for corporate financial performance. It is an ideal supplement for business courses or as a reference for students and practitioners who would like to learn more about the basics of CSR.

This book examines anti-corporate activism in the United States, providing a nuanced understanding of the changing focal points of challenges to corporations.

Corporate social 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 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 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, 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 perspectives, new methodologies, and new evidence from a range of

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disciplines to encourage and facilitate interdisciplinary research and global implementation of corporate social responsibility.

This book offers practical advice for building organizations with social responsibility and sustainability organically built in – based on two-way communication between human resources (HR) and public relations (PR) departments working together as an organizational conscience touchstone benefiting People, Planet, and Profit.

This book presents the latest evidence on, and new approaches to, the development of Corporate Social Responsibility in emerging and established economies. To do so, it examines a broad range of industries, from fashion to banking, and various aspects, like accounting, information security, and human resource management. Special emphasis is placed on the role of education. The case studies gathered here analyse both small and medium sized companies, as well as listed enterprises. The book is a valuable resource for researchers in the fields of sustainability and corporate responsibility, provides student teaching cases for courses on CSR and sustainable management, and offers blueprints for professionals seeking guidance and inspiration on their path towards responsible business operations.

Corporate social responsibility (CSR) is setting new missions for companies and shining a welcome light on issues such as the behaviour of board members, shared value, the well-being of stakeholders, the protection of vulnerable individuals and the roles played by public opinion and shareholders. This timely book seeks to lay the foundations for a sustainable corporate governance based on the European Commission definition of CSR as ‘the responsibility of enterprises for their impacts on society’. More generally, this sustainable corporate governance responds to some of the pressing challenges of the 21st century, from sustainable

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finance and climate change to carbon reduction and population growth.

Here is the story of Corporate Social Responsibility---what it means, where it came from, where it is going, what it requires of business. Told in an eyewitness, I-was-there style by a pioneer of the study of CSR in the nation's business schools, it takes the reader through a half century of corporate scandals and fierce struggles over corporate ethics---from Ralph Nader's 1960s Campaign GM to today's white collar crimes at Enron, WorldCom, Tyco, and other Wall Street giants. It lays bare the values that drive corporate culture, explores the motivational depths of corporate strategy and policy, demonstrates how biological impulses can lead business decision makers astray, questions the relevance and ethical commitment of business school education, reveals the spiritual side of management life, and holds out hope that the New Millennium will see improvement in the ethical performance of business. William C. Frederick is one of the founders of the study of Corporate Social Responsibility in the United States and initiated some of the key concepts and analytic categories. His books include *Business and Society*, *Social Auditing*, and *Values, Nature, and Culture in the American Corporation*. He was president of The Society for Business Ethics and The Society for Advancement of Socio-Economics, and chaired the Social Issues in Management division of The Academy of Management. He conducted studies of management education in Spain, Italy, Egypt, Yugoslavia, Ecuador, Nigeria, and Australia, and designed and taught programs for executives in U. S. corporations. He was dean of the business schools at the University of Kansas City and the University of Pittsburgh. He received a PhD in economics and anthropology from the University of Texas. *Corporation, Be Good!* draws on the author's half-century of thinking about the social and ethical responsibilities of the modern corporation.

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