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

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

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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.

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

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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

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The Most Good For Your 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.

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

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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

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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 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.

This landmark history of corporate responsibility documents corporate power and business behaviour from the

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mid-eighteenth century to the modern day. It shows how corporate responsibility has evolved, with the roles, responsibilities and performance of corporations coming increasingly under the spotlight as new norms of transparency and accountability emerge.

Key Concepts in Corporate Social Responsibility

Corporate Responsibility

Corporation, be Good!

Corporate Social Responsibility,

Corporate Restructuring and Firm's Performance

How your Company Can Win the Battle for Reputation and Impact

Despite its recent popularity in literature, theory, and practice, Corporate Social Responsibility (CSR) remains a vague concept that struggles to define itself

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beyond the confines of corporate philanthropy or sustainability. In some circles, it is a response to the present and anticipated climate change challenges, while in others it focuses on fair trade, corporate governance, and responsible investment. What then is CSR, and how do we understand its purpose? In *Corporate Social Responsibility, Entrepreneurship, and Innovation*, authors Kenneth Amaeshi and Paul Nnodim consider the governance of corporate externalities (positive and negative impacts of firms on society and the environment) as the main thrust of the CSR discourse - a field that hitherto only the state has regulated, with sometimes coercive actions. This

book contributes to the theorization of CSR by presenting the meaning of CSR in a clear and distinct manner, giving the ongoing CSR debate a new direction anchored on a firm economic philosophy. It reinforces the view of firms as social institutions as well as economic actors, establishing CSR as a form of justice rather than philanthropy. Articulating CSR as private governance of corporate externalities, for the first time, this book provides researchers with a new paradigm to translate knowledge into action and offers reflective managers an alternative framework in which to explore their corporate strategies and decisions.

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To help corporate managers and executives in their support of worthy social causes, Kotler (international marketing, Kellogg School of Management) and Lee (market consultant) examine six major types of corporate social initiatives and offer comments on their strengths and weaknesses by executives from companies such as Ben and Jerry's, Microsoft and Hewlett-Packard. Kotler and Lee offer 25 best practices for doing good for the company and its cause, as well as recommendations for winning corporate support. Annotation : 2004 Book News, Inc., Portland, OR (booknews.com).

CSR has now moved beyond the stage of specialist or niche subject to become an integral

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part of global business and society. This timely edition is destined to become the definitive guide to CSR, Sustainability, Business Ethics and the organizations and standards in the field. The A to Z of Corporate Social Responsibility is a unique publication and is the culmination of over a hundred of the world's leading thinkers, opinion formers, academic and business people providing an easy-to-use guide to CSR: from general concepts such as sustainability, stakeholder management, business ethics and human rights to more specific topics such as carbon trading, microfinance, biodiversity, the Base of the Pyramid model and globalisation. In addition to

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definitions of the most important terms across the wide range of CSR associated topics, this book also covers all the most important codes and guidelines, such as the Equator Principles, the UN Global Compact and ISO standards, as well as providing background on organizations such as the World Business Council for Sustainable Development and Transparency International and profiles of CSR in particular industries and regions. This paperback edition includes all the latest developments in CSR as well as incorporating new sections on boardroom pay, the sub-prime market and the financial crisis. Praise for the first edition: "A complete reference guide...offers

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an invaluable combination of
lessons learned and best practice
for the future...provides

first-hand insights" (Forum CSR
International, October 2008)

"This is a timely and innovative
contribution to the field of
Corporate Social Responsibility"

(Retail & Leisure International,
February 2008) "...a handy

reference to have on the shelf
behind your desk..." (Ethical
Performance, February 2008)

"You will not find a wider display
of today's key global players and
their action programs than here."

(CSR-News.net, May 2008) "The
book contains a great deal of
detailed research." (Supply
Management, May 2008)

Since the general acceptance of
the field of corporate social

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responsibility worldwide, corporate entities and those who act for them either as executives or "ordinary" employees are expected to be socially responsible. Being socially responsible has a number of quantifiable and unquantifiable benefits for the entity and its stakeholders. It improves the entity's bottom line results, protects jobs, and is also better for the environment. As such, it makes good sense for professionals and those that they interact with as colleagues, suppliers of goods and services, lenders etc to want to take the issue of CSR seriously. This perhaps explains why this book has chosen to explore how 19 professions across the world

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have integrated and continue to impress upon their staff the importance of CSR in their

operational activities. We are constantly reminded that our world's natural resources are exhaustible; we can therefore no longer live for today alone if we do not want to cause substantial problems for future generations.

Corporate Social Responsibility as an International Strategy
Managing Corporate Social Responsibility in Action

The Debate over Corporate Social Responsibility
Corporate Social Responsibility, Entrepreneurship, and Innovation

The End of Corporate Social Responsibility

As a relatively young subject matter,

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corporate social responsibility has unsurprisingly developed and evolved in numerous ways since the first edition of this textbook was published. Retaining the features which made the first edition a top selling text in the field, the new edition continues to be the only textbook available which provides a ready-made, enhanced course pack for CSR classes.

Authoritative editor introductions provide accessible entry points to the subjects covered - an approach which is particularly suited to advanced undergraduate and postgraduate teaching that emphasises a research-led approach. New case studies are integrated throughout the text to enable students to think and analyze the subject from every angle. The entire

textbook reflects the global nature of CSR as a discipline and further pedagogical features include chapter learning outcomes; study questions; 'challenges for practice' boxes and additional 'further reading' features at the end of each chapter. This highly rated textbook now also benefits from a regularly updated companion website which features a brand new 'CSR Case Club' presenting students and lecturers with further case suggestions with which to enhance learning; lecture slides; updates from the popular Crane and Matten blog, links to further reading and career sites, YouTube clips and suggested answers to study questions. An Ivey CaseMate has also been created for this book at <https://www.iveycases.com/CaseMateBookDetail>.

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aspx?id=335.

In today's globalized and competitive business environment, companies increasingly look to restructuring, mergers & acquisitions and downsizing to survive, grow and maximize profits. However, when they are not managed in a socially responsible manner, restructurings may exert the negative impact on employees, shareholders, communities, and society as a whole. The book empirically explores the phenomena of corporate social responsibility (CSR), restructuring, and relationships with firms' performance in China. It gives an insight into how Chinese firms respond to expectations of stakeholders by making social goals a part of their overall business operations. It also gives a fresh view of

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the new concept of socially responsible restructuring. For those seeking to promote socially responsible practices in restructuring, the book provides a unique and stimulating analysis and touchstone.

This book highlights the multi-faceted nature of corporate social responsibility and the need for greater engagement across academia to help develop the mechanisms needed to encourage socially responsible approaches across the board. The product of a cross-disciplinary collaboration of authors from various academic disciplines, the book reflects the emergent diversity of academics now studying corporate social responsibility (CSR).

Accordingly, it includes contributions from economists to social

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anthropologists, from accountants to philosophers, and from clinical psychologists to social geographers. Together they provide new insights into aspects that challenge, hinder and enable CSR practitioners and corporations with regard to their financial impact and accountability, governance and supply chains. The book is divided into four parts focusing on the practical, sociological, theoretical and environmental aspects of corporate social responsibility. 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

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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

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embeddeness 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.

Challenges, Opportunities and
Strategies for 21st Century Leaders
Corporate Social Responsibility: Doing
The Most Good For Your Company
And Your Cause

From Ideas to Impacts

The A to Z of Corporate Social
Responsibility

The ICCA Handbook on Corporate
Social Responsibility

The world's leading companies have realized that success in the long term requires them not only to make an economic profit, but also to

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contribute to the societies in which they operate. As a result Corporate Social Responsibility (CSR) has moved to the top of the business agenda. Yet questions remain. Sceptics ask whether, provided an organization's activities conform to legislation, there is a business case for going beyond this. This unique Handbook from the Institute for Corporate Culture Affairs (ICCA) offers an invaluable combination of lessons learned and best practice for the future. It explores the general concept of CSR, investigates approaches to implementation and provides first-hand insights from well-known CEOs, academics and organizations. Above all it stresses the

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fact that CSR must spring from a corporate culture, implying values and norms which in themselves endorse sustainable ways of doing business. Without this shift of emphasis from shareholder returns to sustainable value, CSR can never be more than a diversion. Featuring contributions from Ben Verwaayen (CEO, BT Group), Fujio Mitarai (President and CEO, Canon), Sir Geoffrey Chandler (Founder, Amnesty International Business Group) and Yoshio Shirai (Managing Director, Toyota), as well as experiences from inside leading organizations like Volkswagen, Credit Suisse, The Body Shop and the UK Government, The ICCA Handbook

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of Corporate Social Responsibility showcases CEOs and companies that have seized the opportunities offered by CSR. It is intended to stimulate further exchange and development in the field. For now, it captures the state of the CSR art. The Board of Editors who have worked on this book include Katja B ö hmer, Aron Ghebremariam, Judith Hennigfeld, Sandra S. Huble, Dirk Matten, Manfred Pohl, Nick Tolhurst & Wayne Visser

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

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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

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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.

Should business strive to be socially responsible, and if so, how? The Debate over Corporate Social Responsibility updates and broadens the discussion of these questions by bringing together in one volume a

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variety of practical and theoretical perspectives on corporate social responsibility. It is perhaps the single most comprehensive volume available on the question of just how "social" business ought to be. The volume includes contributions from the fields of communication, business, law, sociology, political science, economics, accounting, and environmental studies. Moreover, it draws from experiences and examples from around the world, including but not limited to recent corporate scandals and controversies in the U.S. and Europe. A number of the chapters examine closely the basic assumptions underlying the philosophy of socially responsible

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business. Other chapters speak to the practical challenges and possibilities for corporate social responsibility in the twenty-first century. One of the most distinctive features of the book is its coverage of the very ways that the issue of corporate social responsibility has been defined, shaped, and discussed in the past four decades. That is, the editors and many of the authors are attuned to the persuasive strategies and formulations used to talk about socially responsible business, and demonstrate why the talk matters. For example, the book offers a careful analysis of how certain values have become associated with the business enterprise and how particular economic and political

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positions have been established by and for business. This book will be of great interest to scholars, business leaders, graduate students, and others interested in the contours of the debate over what role large-scale corporate commerce should take in the future of the industrialized world. Over the last decade the question of the relationship between organizations and society has been subject to much debate, often of a critical nature. The decade has seen protests concerning the actions of organizations, exposures of corporate exploitation and unfolding accounting scandals. At the same time ethical behaviour and a concern for the environment have been shown to

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have a positive correlation with corporate performance. The nature of corporate social responsibility is therefore a topical one for businesses and academics. There are, however, many different perspectives upon what is meant by corporate social responsibility and how this might be applied within organizations. The authors involved are respected academics from a variety of disciplines from around the world. The contributions to this book investigate theoretical perspectives on the topic, the application in practice of socially responsible behaviour and the ethical dimension of such behaviour.

Doing Sustainable and Ethical

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Academic Insights and Impacts
Key Initiatives in Corporate Social
Responsibility
The Story of Corporate Social
Responsibility

*Introducing the key concepts
in corporate social
responsibility, the authors
bring together the essential
issues relevant to the
responsible management of
businesses, not-for-profit
organizations and
government. With detailed
coverage and cross-
referencing for each concept
and over 50 concepts
introduced, this guide to
both the theory and*

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implementation of CSR and sustainability, provides an indispensable reference for any student of the subject.

Key concepts include: accountability; business ethics; corporate citizenship; corporate environmental reporting; definitions of CSR; ethical consumerism; human rights; NGOs; risk management; stakeholder theory and sustainable development.

Many companies recognize the importance of corporate social responsibility, but seek to understand how this can be harmonized with current profitability. This new approach draws upon many contemporary examples to

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show how to balance short
term profitability with long
term sustainability.

This upper-level textbook offers an original and up-to-date introduction to issues in corporate social responsibility (CSR) from a global perspective. Written by an international team of experts, it guides students through key themes in CSR including strategy, communication, regulation and governance. Balancing critiques of CSR with a discussion of the opportunities it creates, it includes chapters devoted to critical issues such as human rights, anti-corruption, labour rights

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and the environment. Pedagogical features include customised case studies, study questions, key term highlighting, practitioner pieces and suggestions for further resources. The book is also complemented by a companion website featuring adaptable lecture slides, teaching notes for cases and links to related resources. Tailored for upper-level undergraduate and postgraduate courses on corporate social responsibility, sustainability and business ethics, it is also relevant to non-business courses in political science, international relations and

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communications.

One of the business world's
foremost though leaders
presents a social
responsibility bible for
corporations. Companies on
the whole are looking to
support more good causes,
but are ill-informed of
their options - both in
terms of the organizations
they might choose among and
also how to work
philanthropy into their
existing budgets. Acknowledgm
ents Introduction 1. The Case
for Doing at Least Some
Good 2. Corporate Social
Initiatives: Six Options for
Doing Good 3. Corporate Cause
Promotions: Increasing
Awareness and Concern for

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*Social Causes*4. *Cause-Related Marketing: Making Contributions to Causes Based on Product Sales*5. *Corporate Social Marketing: Supporting Behavior Change Campaigns*6. *Corporate Philanthropy: Making a Direct Contribution to a Cause*7. *Community Volunteering: Employees Donating Their Time and Talents*8. *Socially Responsible Business Practices: Discretionary Business Practices and Investments to Support Causes*9. *Twenty-five Best Practices for Doing the Most Good for the Company and the Cause*10. *A Marketing Approach to Winning*

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Corporate Funding and
Support for Social Cause By
Philip Kotler
Initiatives: Ten

Recommendations

Corporate Social
Responsibility in a
Globalizing World

Readings and Cases in a
Global Context

Global Dimension of CSR in
Corporate Entities

The Handbook of Board
Governance

The Executive's Guide to
21st Century Corporate
Citizenship

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

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Concepts of corporate social responsibility (CSR) are widely used by businesses, professional bodies and academics, but are also widely contested. CSR is usually described as comprising of three elements: environmental, economic and social, though there is no serious consensus on how to go about translating ideas into practice. This research handbook addresses some key areas

of contention, theory and practice within CSR in order to address, challenge and inform debate in academia and practice. The collaborative text extends understanding of CSR through articulating current thinking on each facet of a vital subject. Each theme is represented by inter-disciplinary discussion of key questions on CSR by researchers and practitioners in the field. In doing so, the book: Explores and

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critiques CSR goals, and national, organizational and managerial strategies Reviews the distinctive role and importance of CSR to academics, professionals and practitioners and identifies appropriate bridging strategies Evaluates the nature, direction and applicability of selected theoretical dimensions which inform the understanding of CSR Assesses the opportunities for theory building, to support

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further understanding of the complexities of CSR and the sustainability and long term value of CSR practice to corporations and civil society This timely and significant contribution to the theory and practice of CSR will prove to be vital reading for students, researchers and practitioners involved with the field. It will also become a key reference for anyone with an interest in business and society.

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Doing the Most Good for Your Company and Your Cause
John Wiley & Sons
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 Dynamics of
Corporate Social
Responsibility
A Critical Approach to*

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*Theory and Practice
A Research Handbook
Balancing Tomorrow's
Sustainability and
Today's Profitability
Corporate Social
Responsibility Agenda,
The: The Case For
Sustainable And
Responsible Business*

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.

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This book explores recent developments in the theory, strategic perspective and international practice of corporate social responsibility. In particular it discusses the consequences of the economic slowdown apparent in many economies and the impact of changes in the regulatory environment. It consists of three parts: Part one addresses a variety of theoretical approaches as well as the dynamics and criticism of corporate social responsibility. It takes into account social and governmental expectations for the new and extended role of companies in the economy and in society, and provides a new context and theoretical assumptions regarding the

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functions and tasks of corporate social responsibility. Part two discusses the practical aspects relating to strategic management and corporate governance, corporate disclosure and reporting, as well as the empowerment of stakeholders. Lastly, part three focuses on the international practice of corporate social responsibility in various organizational and institutional settings. Using numerous case studies, the book explores the challenges and tasks of CSR in emerging markets, in the fashion industry and in global and family companies. It identifies the changes that can be detected following the financial crisis, closing the loop and linking the empirical findings with the

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revised theoretical framework. Increased financial performance and employee commitment are among the benefits the CSR model can offer corporations. This discussion presents practitioners and scholars with a unique examination of how firms can maximise productivity through the implementation of CSR programs. This publication discusses how CSR addresses business concerns of feasibility, barriers and drivers of internal and external practice; and whether a CSR program is likely to constitute a success or failure. This volume introduces readers to recent developments in the fields of board of directors and corporate social responsibility. It also provides new insights and

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perspectives on corporate
governance And Your Career By
countries. Philip Kotler

Corporate Social Responsibility in
the Global Business World
Global Practices of Corporate
Social Responsibility
Stages of Corporate Social
Responsibility
Critical Perspectives on Business
and Management

The American Experience

***This book provides an overview
of the application of Corporate
Social Responsibility in
businesses and corporations
around the world. Primarily
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 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 for ongoing research as well as for teaching purposes at the business school level.

*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. This book presents a multidisciplinary and multifaceted view of the state of corporate social responsibility (CSR) development in organizations in different

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industries around the world. It is based on the assumption that companies today must shift their focus to their long-term prosperity and the complex and interrelated environmental, social, economic and political ecosystems within which they function. The book tracks ideas through to impacts, offering unique perspectives on stimulating topics such as awareness among female entrepreneurs in Nigeria, views of upper-management in Polish firms, Japanese CSR strategies and the social relevance of corporate initiatives, pragmatic approaches of CSR design principles in Scandinavia and

many more. The book collects not only examples from different countries and global regions, but also cases from a diverse range of globally relevant industries. It discusses the different stages of CSR development at a professional, conceptual and strategic level, and integrates them into a comprehensive framework to define the adequate course of action for each stage.

"The aim of this book is to present selected theoretical and practical aspects of corporate social responsibility and sustainability, with particular emphasis on the journey (transition) from values to

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impact. Values play an important role in business world and they shape the responsible approach of organizations. However, pressing and still unresolved challenges of the present day show evidently that there exist significant discrepancies between organizations' declarations on values and their real impact. COVID-19 pandemic, globalization 4.0, climate catastrophe and challenges emphasized by SDGs, constitute the new environment that contemporary organizations face. In effect business is part of the problem and a solution as well. It is necessary to quickly and effectively push for action

*taking into account the power of
responsible business to co-
create human live and*

*environment. Both the
theoretical considerations and
the practice-based studies
presented in this monograph
make a significant contribution
to the theory and practice of
management. The book is an
extension and enrichment of the
existing knowledge in the field of
socially responsible
management in organizations.
Corporate Social Responsibility
and Sustainability will be of
value to academics, researchers
and advanced students in the
fields of business and
management, especially those*

*interest in the intersection of
Company And Your Cause By
Philip Kotler*

*sustainability, and those
focusing the impact that
business activities have on the
environment"--*

*Corporate Social Responsibility
and Sustainability*

Do the Right Thing

*Board Directors and Corporate
Social Responsibility*

*Professionals ? Perspectives of
Corporate Social Responsibility*

This book presents
initiatives that were
launched or are
currently being pursued
in the name of CSR, and
showcases how different

dimensions of CSR,
sustainability, ethics
and governance can help
to solve global
challenges.

Contributions by
international experts
from Australia to
Bangladesh and from
Nigeria to Spain address
current issues in their
respective country, such
as challenges faced by
nations, initiatives
launched in the name of
CSR, and attempts on the
part of small and medium
sized enterprises to
promote CSR initiatives.

This volume provides readers with in-depth insights into CSR and important initiatives around the globe intended to encourage more responsible behavior.

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

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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

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ways to overcome the difficulties that arise around CSR in action.

In today's global business environment it is no longer acceptable that a corporation does well simply by doing good. It is expected. With increasing pressures from stakeholders to improve the bottom line as well as to be good corporate citizens, business leaders face tough decisions. What social issues should we support? What

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initiatives should we develop that will do the most good for the company as well as the cause? Do we include social messages in our advertising, encourage our employees to volunteer, do we modify our business practices? How do we integrate a new initiative into current strategies? These and other challenges will continue to face future leaders. This book provides thoughtful answers to these important

questions, and to many more. The book offers suggestions on how to choose among major worthy causes and also how to measure the amount of good achieved both for the recipients and the companies themselves. Of course, all is not only about challenges, there are loads of opportunities that go along with them but it's only responsible and sustainable leaders who would be able to spot these opportunities.

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That is the future which
awaits 21st century
leaders.

Build a more effective
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governance for public,
nonprofit, and private
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subject matter experts,
this book combines
academic rigor and

guidance and deep
insight. From diversity,
effectiveness, and
responsibilities, to
compensation, succession
planning, and financial
literacy, the topics are
at 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

Download File PDF Corporate Social Responsibility Doing The Most Good For Your 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

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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

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on blind spots,
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trendspotting, and
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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

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expert insight relevant
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to board members across
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the spectrum.

**A Comprehensive Guide
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**Empirical Evidence from
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Responsibility
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