



Strategic Corporate Social Responsibility: Stakeholders in a Global Environment

By William B. Berther, Jr and David Chandler

Sage Publications, New Delhi, India, 2009. Paperback. Book Condition: New. First Edition. Strategic Corporate Social Responsibility: Stakeholders in a Global Environment provides faculty and students with a comprehensive, stand-alone text to support traditional and innovative courses in corporate social responsibility (CSR). Integral to the book's unique format is the real-life "mini-case-study" approach across the spectrum of CSR topics, backed by Internet accessible references. Adopting a stakeholder approach to CSR, the content and format of this sourcebook defines CSR within the global communications environment in which multinational corporations operate today. Key Features: - Provides 45 Web-based case-studies linked to relevant Web sites for further exploration - Recognizes cross-cultural trends developing throughout the world - Encourages a multidisciplinary approach - References to the Wall Street Journal throughout Strategic Corporate Social Responsibility provides a flexible and up-to-date teaching tool for upper level undergraduate and graduate CSR courses in Management, Marketing, Business Law, and Political Science. Printed Pages: 384.



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