



The Strategic Importance of Corporate Social Responsibility

By Timo Wilhelm Rang

GRIN Verlag Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 211x146x7 mm. This item is printed on demand - Print on Demand Neuware - Bachelor Thesis from the year 2010 in the subject Business economics - Business Ethics, Corporate Ethics, grade: 1,3, Otto-von-Guericke-University Magdeburg (Lehrstuhl für Internationales Management / Institut für Philosophie), language: English, abstract: Profit is as necessary as the air we breathe, but it would be terrible if we worked only to make a profit, just as it would be terrible if we lived only to breathe. (Hermann Josef Abs, former CEO of Deutsche Bank)1. Introduction: From the Honorable Merchant to the Responsibilities of Multinational Companies2. Business Ethics: The Creative Tension between Entrepreneurial Freedom and Moral Constraint2.1 The Company as a Corporative Actor 2.2 Moral and Profit: Two Antithetical Concepts 2.3 Globalization: Economic Chances and Ethical Challenges2.3.1 The Importance of Human Rights for CSR2.3.2 Benchmarking CSR: The UN Global Compact3. Strategic Corporate Social Responsibility3.1 Hurdles to Effective CSR3.2 Strategic Planning and Strategy Realization3.2.1 The Responsibilities of a Company3.2.2 The Intersections of Business and Society3.2.3 Responsive CSR contra Proactive CSR3.2.4 Strategic Corporate Philanthropy3.3 Supply Chain Sustainability and Context Improvement: The CSR Strategy of Nestlé in India4. ConclusionThe first chapter examines...



READ ONLINE
[7.29 MB]

Reviews

The book is fantastic and great. It is loaded with knowledge and wisdom You are going to like the way the article writer create this ebook.
-- **Amaya King**

A must buy book if you need to adding benefit. it was actually writtern quite perfectly and beneficial. You wont really feel monotony at anytime of your time (that's what catalogs are for regarding in the event you question me).
-- **Kian Jacobi**