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Autore	Burke Edmund M
Titolo	Managing a company in an activist world [[electronic resource] ] : the leadership challenge of corporate citizenship / / Edmund M. Burke
Pubbl/distr/stampa	Westport, Conn., : Praeger, 2005
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Soggetti	Social responsibility of business Industrial management - Social aspects Corporations - Public relations Electronic books.
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Nota di bibliografia	Includes bibliographical references (p. [173]-182) and indexes.
Nota di contenuto	Contents; Preface; Acknowledgments; 1 With Apologies to James Carville . . . "'It's the Behavior, Stupid"' ; 2 The Case for Change; 3 The Faces of Activism; 4 Step One: You Start with a Vision-A Social Vision; 5 Step Two: Abandon the Command and Control Style of Managing External Affairs; 6 Step Three: Use the CACDIC Strategy; 7 Step Four: Who Are Our External Stakeholders and What Do They Value?; 8 Step Five: What Are the Characteristics of Our Relationships?; 9 Preparing Managers for the New New Thing; 10 The Stakeholder Relations Plan 11 The Site Community Strategy: A Responsibility of the Facility Manager12 The Site Community Strategy, Continued; 13 The Societal Strategy-The CEO's Responsibility; Notes; Name Index; Subject Index
Sommario/riassunto	Against a backdrop of corporate scandal, business leaders can no longer rely on the old-fashioned style of one-sided community relations programs to promote a good image. Nor can they expect preferential treatment just because they meet their tax obligations. Pressure from all sides is forcing corporate leaders to increase their investments in the communities they serve and redefining their

relationships with key stakeholder groups, including employees, suppliers, governing boards, shareholders, and the press. Safeguarding the environment, supporting human rights, eliminating child labor, ente

2. Record Nr.	UNINA9910141037003321
Autore	Finkel Alvin <1949->
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Descrizione fisica	1 online resource (435 pages) : illustrations
Collana	The West Unbound : Social and Cultural Studies, , 1915-819X
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Nota di contenuto	Cover Page -- Title Page -- Copyright Page -- Contents -- Acknowledgements -- Introduction -- Part One: Frameworks for Western Canadian History -- 1 Critical History in Western Canada 1900-2000 -- 2 Vernacular Currents in Western Canadian: Historiography: The Passion and Prose of: Katherine Hughes, F.G. Roe, and Roy Ito -- 3 Cree Intellectual Traditions in History -- Part Two: The Aboriginal West -- 4 Visualizing Space, Race, and History in the North:: Photographic Narratives of the Athabasca-Mackenzie: River Basin -- 5

The Kaleidoscope of Madness: Perceptions of Insanity: in British Columbia Aboriginal Populations, 1872-1950 -- 6 Space, Temporality, History: Encountering Hauntings: in Vancouver's Downtown Eastside -- 7 The Expectations of a Queen: Identity and Race Politics: in the Calgary Stampede -- Part Three: The Workers' West -- 8 Capitalist Development, Forms of Labour,: and Class Formation in Prairie Canada -- 9 Two Wests, One-and-a-Half Paradigms,: and, Perhaps, Beyond -- 10 Disease as Embodied Praxis: Epidemics, Public Health,: and Working-Class Resistance in Winnipeg, 1906-19 -- 11 Winnipeg's Moment: The Winnipeg Postal Strike of 1919 -- Part Four: Viewing the West from the Margins -- 12 "Our Negro Citizens": An Example of Everyday: Citizenship Practices -- 13 A Queer-Eye View of the Prairies:: Reorienting Western Canadian Histories -- 14 Human Rights Law and Sexual Discrimination: in British Columbia, 1953-84 -- Part Five: Cultural Portrayals of the West -- 15 W.L. Morton, Margaret Laurence,: and the Writing of Manitoba -- 16 The Banff Photographic Exchange: Albums, Youth,: Skiing, and Memory Making in the 1920s -- 17 Eric Harvie: Without and Within: Robert Kroetsch's Alibi -- 18 "It's a Landmark in the Community": The Conservation of Historic Places in Saskatchewan,: 1911-2009 -- Contributors -- Index.

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### Sommario/riassunto

The West and Beyond explores the state of Western Canadian history, showcasing the research interests of a new generation of scholars while charting new directions for the future and stimulating further interrogation of our past. This dynamic collection encourages dialogue among generations of historians of the West, and among practitioners of diverse approaches to the past. It also reflects a broad range of disciplinary and professional boundaries, offering new ways to understand the West.

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