

1. Record Nr.	UNINA9910298525303321
Titolo	Corporate social responsibility in the global business world / / Asli Yuksel Mermud, Samuel O. Idowu, editors
Pubbl/distr/stampa	Berlin, : Springer, 2014
ISBN	3-642-37620-7
Descrizione fisica	1 online resource (382 p.)
Collana	CSR, Sustainability, Ethics & Governance
Altri autori (Persone)	MermudAsli Yuksel IdowuSamuel O
Disciplina	658.408
Soggetti	Social responsibility of business Ètica empresarial Migració (Població) Llibres electrònics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	pt. I. Professionals' CSR -- pt. II. Corporate governance and financial crisis -- pt. III. Not-for profit sector and SMEs -- pt. IV. Ethics, morality and CSR in corporations -- pt. V. CSR in education and socially responsible investment.
Sommario/riassunto	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. .