. Record Nr.	UNINA9910337809403321
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Titolo	Coherency Management : An Alternative to CSR in a Changing World / / by Ivan Hilliard
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2019
ISBN	3-030-13523-3
Edizione	[1st ed. 2019.]
Descrizione fisica	1 online resource (XI, 233 p. 24 illus., 2 illus. in color.)
Disciplina	174.4 658.408
Soggetti	Business ethics
	Social responsibility of business
	Industrial management—Environmental aspects
	Business Ethics Corporate Social Responsibility
	Sustainability Management
Lingua di pubblicazione	
Lingua di pubblicazione	Inglese
Formato	Inglese Materiale a stampa
	Inglese Materiale a stampa
Formato	Inglese Materiale a stampa

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management of the conflicting forces that strive to create value across the stakeholder spectrum. In doing so, it provides an alternative to the limited and ineffective role currently played by Corporate Social Responsibility (CSR), and offers an approach more in line with the needs of a sustainable society. Hilliard introduces several new concepts in management philosophy and presents an innovative and original framework for managing organizational responsibilities in a coherent manner.