

1. Record Nr.	UNINA9910438067803321
Titolo	Corporate Social Responsibility : Challenges, Opportunities and Strategies for 21st Century Leaders // edited by John O. Okpara, Samuel O. Idowu
Pubbl/distr/stampa	Berlin, Heidelberg : , : Springer Berlin Heidelberg : , : Imprint : Springer, , 2013
ISBN	3-642-40975-X
Edizione	[1st ed. 2013.]
Descrizione fisica	1 online resource (XXXI, 296 p. 16 illus.)
Collana	CSR, Sustainability, Ethics & Governance, , 2196-7075
Disciplina	658.408
Soggetti	Business ethics Public administration Leadership Business Ethics Public Administration Business Strategy/Leadership
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Part I: Conceptual Framework of CSR -- Part II: Global Challenges and Opportunities -- Part III: Sustainability: Implementing CSR in MNCs/MNEs, SMEs, and Family Business -- Part IV: CSR in Higher Education Institutions around the World.
Sommario/riassunto	In today's global business environment it is no longer acceptable that a corporation does well simply by doing good. It is expected. With increasing pressures from stakeholders to improve the bottom line as well as to be good corporate citizens, business leaders face tough decisions. What social issues should we support? What initiatives should we develop that will do the most good for the company as well as the cause? Do we include social messages in our advertising, encourage our employees to volunteer, do we modify our business practices? How do we integrate a new initiative into current strategies? These and other challenges will continue to face future leaders. This book provides thoughtful answers to these important questions, and to many more. The book offers suggestions on how to choose among

major worthy causes and also how to measure the amount of good achieved both for the recipients and the companies themselves. Of course, all is not only about challenges, there are loads of opportunities that go along with them but it's only responsible and sustainable leaders who would be able to spot these opportunities. That is the future which awaits 21st century leaders.
