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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, etc.
