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Titolo	Global business citizenship : a transformative framework for ethics and sustainable capitalism // Donna J. Wood. [et al.]
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Descrizione fisica	1 online resource (268 p.)
Classificazione	85.02
Altri autori (Persone)	WoodDonna J. <1949->
Disciplina	658.4/083
Soggetti	International business enterprises - Management Social responsibility of business Business ethics Electronic books.
Lingua di pubblicazione	Inglese
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Note generali	"First published 2006 by M.E. Sharpe"--t.p. verso.
Nota di bibliografia	Includes bibliographical references (p. 233-242) and index.
Nota di contenuto	Contents; Preface; Acknowledgments; 1 An Invitation to Global Business Citizenship; 2 What's Wrong with the Status Quo?; 3 The Lens of Global Business Citizenship; 4 Principles, Codes, and Policies The Guidance System for Global Business Citizenship; 5 The Principle of Accountability and Processes of Stakeholder Engagement; 6 Cases in Implementing GBC Stakeholder Engagement; 7 Building the Citizen Company: The Principles of Organizational Change (Nice Theory, But Will It Work?); 8 Organizational Change the GBC Way Cases in Implementation 9 The Practice of Accountability GBC Measurement and Reporting 10 Cases in Implementing Stakeholder Accountability; 11 System-Level Learning and the Payoff in Reputation; 12 The Promise of Global Business Citizenship; Notes; Bibliography; About the Authors; Index
Sommario/riassunto	Provides a coherent approach to global business responsibility and ethics based on the research, theory, and practice. Incorporating numerous real world examples, this book focuses on the strategic

alignment and change management process for implementing business citizenship principles and practices.

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