Record Nr. UNINA9910462863903321 Autore Starr Fiona Titolo Corporate responsibility for cultural heritage: conservation, sustainable development, and corporate reputation / / Fiona Starr New York:,: Routledge,, 2013 Pubbl/distr/stampa **ISBN** 1-283-97319-7 0-203-07807-1 1-135-13583-5 Descrizione fisica 1 online resource (238 p.) Collana Routledge studies in heritage;; 4 Disciplina 363.6/9 Cultural property - Protection Soggetti Cultural property - Economic aspects Historic preservation Social responsibility of business Sustainable development Electronic books. 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 Heritage conservation, funding and the private sector -- The CSR framework, sustainable development and heritage -- The good, the bad and the ugly: heritage destruction, impact, exploitation and responsibility -- CSR for conservation: private support and the world monuments fund at Preah Khan, Angkor -- Shared benefits: the business case for CSR for heritage -- Private sector perspectives on heritage partnerships -- Recommendations for successful CSR for cultural heritage -- Conclusion. Sommario/riassunto This book examines the relationship between two divergent fields corporate activity and heritage conservation - linking the financing of conservation and its benefits with the corporate social responsibility (CSR) goals of the private sector. Through discussion of physical conservation, benefits to heritage site visitors, sustainable development impacts, and corporate benefits such as improved reputation, this book outlines the shared value of corporate support for cultural heritage

sites, and encourages financial and in-kind support for conservation