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Titolo	Corporate responsibility for cultural heritage : conservation, sustainable development, and corporate reputation // Fiona Starr
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Descrizione fisica	1 online resource (238 p.)
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Disciplina	363.6/9
Soggetti	Cultural property - Protection Cultural property - Economic aspects Historic preservation Social responsibility of business Sustainable development Electronic books.
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Formato	Materiale a stampa
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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

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