

1. Record Nr.	UNINA9910481278603321
Autore	Paracelsus <1493-1541.>
Titolo	2: Nobilis, ... Theophrasti Bombast, ... Tomus genuinus secundus. Tradens fundamenta, quibus verae & genuinae medicinae ars superstructa, & ex quibus solis illa addiscipossit. . [[electronic resource]]
Pubbl/distr/stampa	Germany, : [s.n.], 1603
Descrizione fisica	Online resource ([8], 272 p)
Lingua di pubblicazione	Latino
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Reproduction of original in Biblioteca Nazionale Centrale di Firenze.
2. Record Nr.	UNINA9911007353003321
Autore	Suffia Ilaria
Titolo	CSR and its Internal Narrative : A History of the Pirelli Company Magazine (1950-2019) / / by Ilaria Suffia
Pubbl/distr/stampa	Cham : , : Springer Nature Switzerland : , : Imprint : Palgrave Macmillan, , 2025
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Nota di contenuto

Chapter 1: CSR and Company Magazines -- Chapter 2: The Pirelli case study -- Chapter 3: Fatti e Notizie and the evolution of the CSR discourse 1950 2019 -- Chapter 4: CSR discourses three examples -- Chapter 5: Implicit and Explicit in the Pirelli Internal CSR Narrative.

Sommario/riassunto

Corporate Social Responsibility (CSR) was coined as a term in the 1950s, although modern notions of corporate responsibility can be traced to the second half of the 19th century. This book uses internal company communications as a dataset to analyse the development of CSR over the past 70 years, making a detailed study of the Pirelli company in-house magazine, 'Fatti e Notizie' ('Facts and News'), which published between 1950 and 2019. Pirelli, today one of the world's leading tyre manufacturers, is considered the first Italian multinational and has had an international and innovative perspective on social responsibility from its founding. The company magazine represents a record of corporate culture and values over a period of enormous societal change. This book identifies three distinct eras of corporate responsibility, the paternalism of the 1950s and 60s, a period of confrontation from the 70s-90s and finally the shared responsibility perspective of our current era. It applies this structure to key themes of CSR, including women and gender, employee welfare, health and training. The book will be of great interest to students and scholars of business history, CSR and business ethics more broadly. Ilaria Suffia is Researcher in Economic History in the 'Mario Romani' Department of Economic and Social History and Geographical Sciences, Università Cattolica del Sacro Cuore, Milan, Italy. Her research interests are in business history, in particular in the history of Italian business enterprises, in labour and gender history and in food history. She has published widely in books and journals.
