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Altri autori (Persone)	ArasGüler CrowtherDavid
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Nota di contenuto	Introduction / Güler Aras, David Crowther -- ch. 1. Accounting, sustainability and equity / Güler Aras, David Crowther -- ch. 2. The global financial crisis : a failure of corporate governance? / Andrew Chambers -- ch. 3. Sustaining multinational strategic performance through value chain based competitive advantage / Pinar Büyükbalci -- ch. 4. Norms of corporate social responsibility : densification or degeneration? / Dominique Bessire, Emmanuelle Mazuyer -- ch. 5. Online reporting of sustainability : a study of global clothing suppliers / M. Azizul Islam, Victoria Wise -- ch. 6. Comparative corporate social responsibility in the United Kingdom and Turkey / Fulya Akyildiz -- ch. 7. The relationship between CSR, profitability and sustainability in China / Qingqing Yang, David Crowther -- ch. 8. Sustainability strategies in public service / Linne Marie Lauesen -- ch. 9. A sustainability example planning in the Spanish public sector / Esther Ortiz Martínez -- ch. 10. Millennium's dilemma : genetically modified

products from the social responsibility perspective / R. Seminur Topal, Hande Gürdag -- ch. 11. Challenges of environmental accounting in tourism destination as a trend of sustainable development / Vanja Vežagic, Sandra Jankovic, Milena Persic.

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Sommario/riassunto

This volume examines the word that's on everybody's lips in business, in government and in society - sustainability. There are of course many aspects of sustainability which might be considered to reflect Brundtland's three pillars of economic, environmental and social sustainability. Others of course have different definitions which include such things as governance or supply chain management. Nevertheless business has recognised the significance of the concept and is responding by developing strategies to cope, although some would say that this is little more than window dressing. The debate continues however as to just what is meant by the term sustainability as far as business is concerned and how can this be achieved. This book is designed to address this debate and set it within the context of the global business and societal environment.

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