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Sommario/riassunto	"It is not often that we have the opportunity to hear from the early pioneers of a social movement about how it grew and evolved, but that is exactly what this book sets out to do. The Difference Makers tells the stories of 23 entrepreneurs who have been instrumental in developing corporate responsibility; offers an analysis of how CSR has emerged as a key business issue, why it has evolved so quickly, and the visions of its thought leaders. The book examines 23 of the key players who have been instrumental in developing the corporate responsibility movement. They include John Ruggie and the Global Compact, Allen White and the Global Reporting Initiative, John Elkington and SustainAbility, Simon Zadek and AccountAbility, Alice Tepper Marlin and Social Accountability International, Bob Dunn and Business for

Social Responsibility, and Joan Bavaria and Ceres - along with many others. The Difference Makers is a history and detailed analysis of how corporate responsibility has emerged as a key political, social, and business issue, why it has evolved so quickly, and what the visions of its thought leaders are for the future. It is essential reading for academics, business people and all those interested in the future of the corporation."--Provided by publisher.
