

1. Record Nr.	UNINA9910785326703321
Autore	Husted Bryan <1957->
Titolo	Corporate social strategy : stakeholder engagement and competitive advantage // Bryan W. Husted, David Bruce Allen [[electronic resource]]
Pubbl/distr/stampa	Cambridge : , : Cambridge University Press, , 2011
ISBN	0-511-86201-6 1-107-21497-1 1-282-94198-4 9786612941986 0-511-66706-X 0-511-85980-5 0-511-85893-0 0-511-85806-X 0-511-86067-6 0-511-85719-5
Descrizione fisica	1 online resource (xiii, 348 pages) : digital, PDF file(s)
Disciplina	658.4/08
Soggetti	Social responsibility of business Social entrepreneurship Social action - Economic aspects Strategic planning - Social aspects
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from publisher's bibliographic system (viewed on 05 Oct 2015).
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction -- pt. I. Fundamentals. Is corporate social strategy ethical? ; Theory of the firm and corporate social strategy ; How do we build corporate social strategy? ; Elements of successful corporate social strategy -- pt. II. The process of developing corporate social strategy. Competitive environment ; From stakeholder management to social strategy ; Resources and capabilities ; Corporate identity -- pt. III. Implementing social strategy. Organizing for social strategy ; Corporate social strategy management and the multinational company ; Measurement and evaluation ; The future of social strategy.
Sommario/riassunto	Can good-will be good business? Firms are increasingly called upon to

address matters such as poverty and human rights violations. The demand for corporate social responsibility (CSR) is directed mainly at top management in multinational corporations who are reminded that, in addition to helping to make the world a better place, their commitment to social action will be rewarded by lasting customer loyalty and profits. But is it true that firms that engage in social action will be rewarded with a good name, competitive advantage, superior profits and corporate sustainability? What if it is true for some firms and not for others? This book addresses these and other questions by explaining the how and why of creating value and competitive advantage through corporate social action. It shows how and when firms can develop successful corporate social strategies that establish strong commitments to shareholders, employees and other stakeholders.
