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Nota di contenuto	Introduction : CSR communication as an emerging field of study / Ralph Tench, William Sun, Brian Jones -- Four aces : bringing communication perspectives to corporate social responsibility / Øyvind Ihlen, Steve May, Jennifer Bartlett -- Communicating, connecting and developing social capital for organisations and their communities : benefits for socially responsive organisations / Joy Chia -- Corporate social responsibility communication : towards a phase model of strategic planning / Bernd Lorenz Walter -- Correlating leadership style, communication strategy and management fashion : an approach to describing the drivers and settings of CSR institutionalization / Lars Rademacher, Nadine Remus -- A model for evaluating corporate environmental communication / Magnus Fredriksson, Eva-Karin Olsson -- The role of corporate social responsibility in international investment law : the case of tobacco / Yulia Levashova -- A dialectical

approach to analyzing polyphonic discourses of corporate social responsibility / Ganga S. Dhanesh -- Brand heritage and CSR credentials : a discourse analysis of M&S reports / Deviraj Gill, Anne Broderick -- Can one report be reached? The challenge of integrating different perspectives on corporate performance / Adrián Zicari -- Communicating about integrating sustainability in corporate strategy : motivations and regulatory environments of integrated reporting from a European and Dutch perspective / Tineke Lambooy, Rosemarie Hordijk, Willem Bijveld -- The responsibilities of social networking companies : applying political CSR theory to Google, Facebook and Twitter / Theresa Bauer -- Twitter and its usage for dialogic stakeholder communication by MNCs and NGOs / Sarah Inauen, Dennis Schoeneborn -- CSR online communication : the metaphorical dimension of CSR discourse in the food industry / Magdalena Bielenia-Grajewska -- Corporate social responsibility communication from the vedantic, dharmic and karmic perspectives / Balakrishnan Muniapan, Sony Jalarajan Raj -- Sceptical employees as CSR ambassadors in times of financial uncertainty / Anastasios Theofilou, Tom Watson -- Creating consumer confidence in CSR communications / Guido Berens, Wybe T. Popma -- Quid pro quo? Dutch and German consumer responses to conditional and unconditional corporate giving initiatives in advertising / Brigitte Planken, Steef Verheijen.

| Sommario/riassunto | This book offers a ground-breaking collection of chapters in the emerging field of Corporate Social Responsibility (CSR) Communication. After outlining a theoretical framework, the themed sections cover: (1) Communication in CSR: The Communicative Role, Strategy and Evaluation; (2) CSR Discourses and Corporate Reporting; (3) CSR Online Communication and Social Media; (4) The Role of Stakeholders in CSR Communication: Managers, Employees and Consumers. The 18 chapters explore the theory, practice and issues involved in communicating CSR and make for fascinating reading. An international approach is taken with leading academics and consultants from Australia, Germany, UK, the Netherlands, Poland, Singapore, USA, Sweden, Switzerland and France. The anonymously peer-reviewed chapters are theoretically informed and supported with practice-based real-world insights. Rich and detailed they describe, explain and analyse the "why", "what", "when" and "how" of communicating about CSR. As well as furthering theory and academic debate the book will help inform policy and practice. Leading edge, topical and current this book will be essential reading for corporate communicators, business practitioners, academics, students and all those interested in the subjects of CSR and Communication. |