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Nota di contenuto	Part I. The theory of responsibility. Responsibility ; Stakeholders ; Corporate politics-stakeholder democracy – Part II. Applying responsibility. Responsible corporate management ; Responsible operation ; Responsible marketing ; Responsible finances ; Responsible research and innovation – Part III. The operation of CSR. Standards and guidelines ; Stakeholder inclusiveness and democracy.
Sommario/riassunto	"Most practitioners and decision makers look at corporate social responsibility (CSR) as a socially responsible management practice on top of what company leaders normally do: focus on the sustainable, long term financial profitability of their corporation. This book focuses on a political understanding of CSR: the author bridges politics corporate social responsibility and in a creative and provocative manner. Braun seeks to explore why and how corporations are to be seen as political entities with important roles in our current societies. The first part discusses the social context, the various stakeholder approaches and it also endeavors – with the help of the

historic/political parallel of the bourgeois revolutions in the 19th century – to define the corporate polity. The second part analyses the new kind of operational logic from the viewpoint of the different areas of corporate operation; it gives an overview of the consequences for the individual areas of operation and indicates how corporate policy can be realized in the given field of operation. The third part of the book introduces the institutions necessary for the creation of the corporate polity." -- Publisher's description.

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