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Sommario/riassunto	"This book, produced by a unique team of business experts and UN agencies, is designed to fill a critical void-between the support of more than 1,000 organisations for the globally recognised Principles of the United Nations Global Compact and the need for this support to be translated into the day-to-day running of business to create value and improve performance. The ten Global Compact Principles cover human rights, labour standards, environmental responsibility and anti-corruption. But what does it mean to implement the Compact and its principles? How can the broad brush strokes of the Principles form the basis of management change? And how should companies establish benchmarks and performance indicators for implementation? For many companies, the journey is just starting. How can they ensure that they align with the Global Compact in ways that continue to reward their other business objectives? How should they embrace and capitalise on the Global Compact's potential for bringing together business, the public sector, trade unions and civil society in new partnerships? The aim of this book is to answer these questions by providing a

performance model clearly grounded on the total quality management approach to assist businesses in putting the Global Compact into practice. Raising the Bar collects together and categorises a wealth of corporate responsibility tools, good practice and case studies in a structure familiar to anyone aware of business excellence models and demonstrates that values create value-leadership commitment to the Global Compact can impact both the boardroom and the shop floor, public image and balance sheet. Full of graphics and designed with accessibility in mind, the book will be a goldmine for managers looking for inspiration on how their businesses can be good corporate citizens and real proof that good business is also good for the bottom line."--
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