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11 The Effectiveness of CSR Initiatives and their Impact upon Stakeholders  
12 Livelihood Assets Financing as a CSR Initiative of Microfinance Banks in Nigeria;  
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15 CSR: A Modern Tool for Building Social Capital; Index

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Sommario/riassunto

Many studies examine the relationship between good governance within corporations and socially responsible behaviour. In People, Planet and Profit the emphasis is on what corporations take from and give back to their stakeholders when apparently behaving in a corporately responsible fashion. Stakeholders, including employees, customers, host communities, governments and NGOs have diverse interests and expectations of CSR. This gives rise to questions about what constitutes CSR and its benefits to today's recipients and providers. This book provides thoughtful answers to these questions and assesses

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