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Altri autori (Persone)	HondFrank den BakkerFrank G. A. de NeergaardPeter
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Nota di contenuto	Cover; Contents; List of Figures; List of Tables; Notes on Contributors; Foreword; Acknowledgements; List of Abbreviations; 1 Introduction to Managing Corporate Social Responsibility in Action: Talking, Doing and Measuring; PART 1: TALKING: CSR IN DISCOURSE; PART 2: DOING: CSR IN PRAXIS; PART 3: MEASURING: CSR IN SCALES; CONCLUSION; Bibliography; Index
Sommario/riassunto	In this volume, the authors focus on different aspects of managing CSR in action to capture differences between discourse and practice. By examining the question from three angles - talking about CSR, doing CSR and measuring CSR - they attempt to make sense of the difference between practice and reality.