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Altri autori (Persone)	ArasGuler CrowtherDavid
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Nota di contenuto	Introduction / Güler Aras & David Crowther -- Non-governmental CSR : an agenda for research / Güler Aras & David Crowther -- Governance from below and global governance : accommodating change / Arno J. van Niekerk -- CSR and NGOs : a relationship of governance? / Maria Alice Nunes Costa -- Non-governmental organizations as outsourcing in corporate philanthropy / Ilke Oruç & Muammer Sarikaya -- Curricula strategies in university graduate MBA programs : the demands of corporate social responsibility and sustainability / Curt H. Stiles & Craig S. Galbraith -- Destructive creation : a surfeit of NGOs / Güler Aras & David Crowther -- Corporate volunteering in Portugal / Maria João Santos -- Cerro de San Pedro : grass roots movements in co-operation and conflict to stop living city from disappearing / José G. Varga-Hernández -- Sustainability and the modern zoo / Tina Lee Odinsky-Zec.
Sommario/riassunto	It is increasingly being accepted that there is a benefit to both parties when a relationship is established between an NGO and a company. Consequently a considerable number of strategic alliances have been established. It must be accepted that such alliances are not necessarily mutually beneficial but little research has been undertaken to

determine the factors which facilitate or mitigate against such mutual benefit. Indeed it is only recently that such relationships have started to be examined at all. The contributions in this volume seek to redress this by researching various aspects of such relationships in order to arrive at some conclusions regarding the potential benefits and pitfalls of such relationships. The various contributors speak from different perspectives and different locations around the world and have different experiences and interpretations to offer. The results therefore present a diverse but balanced picture of the potential of any relationship between NGOs, companies and corporate social responsibility.
