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Sommario/riassunto	"Business in a globalised world is no longer only about profit. Companies that operate globally are increasingly being called to account over their social responsibilities to the workforce, local communities and the environment. Companies that take these responsibilities seriously are faced with a plethora of problems and dilemmas. For example, how can companies navigate the sea of tension

between observing international rules of conduct and responding to specific local cultural circumstances? How can they ensure social responsibility in the product chain(s) in which they operate? And how can they best contribute to the local economy of developing countries? This book helps companies with good intentions but little experience to find answers to these questions and many others. The book offers concrete guidelines, step-by-step plans and practical examples based on the experiences of 20 diverse, large, medium and small companies that participated in the three-year Dutch programme "Corporate Social Responsibility in an International Context" organised by CSR Netherlands. Corporate Social Responsibility and Globalisation constitutes a guidebook and action plan to enable companies of all sizes to manage risk and seek out opportunities for engagement in their overseas operations."--Provided by publisher.
