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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Acknowledgments -- Introduction -- CSR in the Chinese context : a vision -- What is CSR? -- The legal, professional and social framework -- Chinese cultural resources relevant to CSR -- CSR and corporate strategy -- Corruption and business activities -- Thematic analysis and lines of action : an assessment -- Environmental standards and concerns -- Safety issues -- Social standards and the working force -- Gender equality/training/well-being at work -- Conflict management and prevention -- Transversal issues : a blueprint -- Making ethical assessments : finances, engineering and conflicts of interests -- CSR and corporate governance -- Reports, foundation, projects and networks -- Social entrepreneurship -- The role of the corporation in tomorrow's China -- Conclusion and prospects -- Recommendations -- Bibliography -- Index.
Sommario/riassunto	Over the years, many corporations have been trying to determine what they can and should do to contribute to the sustainability of the economic, social and ecological environment within which they operate. Corporate social responsibility has become a key senior management issue worldwide and an increasingly debated topic in China. This book aims at helping companies operating in China to better assess and exercise their corporate social responsibility (CSR) in specific contexts. The purpose of this book is to show that CSR has a strong economic

pay back in the long run, that it is a key success
