

1. Record Nr.	UNINA9910820592103321
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Titolo	Building the Responsible Enterprise : Where Vision and Values Add Value // Sandra Waddock, Andreas Rasche
Pubbl/distr/stampa	Stanford, CA : , : Stanford University Press, , [2020] ©2012
ISBN	0-8047-8387-X
Edizione	[1st ed.]
Descrizione fisica	1 online resource (375 p.)
Disciplina	658.4 08
Soggetti	Industrial management - Environmental aspects Industrial management -- Environmental aspects Industrial management - Social aspects Industrial management -- Social aspects Social responsibility of business Social responsibility of business - Social aspects Industrial management Management Business & Economics Management Styles & Communication
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Frontmatter -- Contents -- Preface -- Acknowledgments -- 1. Responsible enterprise -- 2. In search of balance -- 3. The role of personal and organizational vision -- 4. Values in management practice -- 5. Value added -- 6. Stakeholders -- 7. Managing for responsibility -- 8. Assessing responsible enterprise -- 9. Sustainability and the global village -- 10. Responsibility initiatives and guidance documents -- 11. Scanning the future -- 12. Value added for the global future -- Notes -- Index
Sommario/riassunto	Building the Responsible Enterprise provides students and practitioners with a practical, yet academically rooted, introduction to the state-of-the-art in sustainability and corporate social responsibility. The book consists of four parts, highlighting different aspects of corporate

responsibility. Part I discusses the context in which corporate responsibility occurs. Part II looks at three critical issues: the development of vision at the individual and organizational levels, the integration of values into the responsible enterprise, and the ways that these building blocks create added value for a firm. Part III highlights the actual management practices that enable enterprises to achieve excellence, focusing on the roles that stakeholder relationships play in improving performance. The book concludes with a conversation about responsible management in the global village, examining the emerging infrastructure in which enterprise finds itself today. Throughout the text, cases exemplify key concepts and highlight companies that are guiding us into tomorrow's business environment.
