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lessons from HypoVereinsbank; 16: Five rules for sustainable supply chain management; 17: Public private partnerships in corporate responsibility; 18: CSR in developing countries; 19: Carbon offsetting as a CSR strategy
20: Implementing profitable CSR: the CSR 2.0 business compass 21: CSR 2.0: the evolution and revolution of corporate social responsibility; Further reading; Index

Sommario/riassunto

Corporate Social Responsibility, Sustainability and Corporate Citizenship are now essential elements of modern business. Responsible Business is a vital "how to" guide providing information on all aspects of the CSR process. This highly accessible book is full of insights from those responsible for implementing CSR strategy inside companies - whether as CSR managers or at top management level - with coverage of all the important aspects of CSR - from what a sustainability manager's job involves, how to handle stakeholder dialogue, supply chain management to auditing, CSR and the law,
