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Altri autori (Persone)	LenssenGilbert LoucheCeline Van Den BergheLutgart
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Nota di contenuto	Table of contents; Guest editorial; Good corporate practices in poor corporate governance systems; Sustainability in the boardroom; Responding to global business critical issues; A CSR framework due to multiculturalism: the Swiss Re case; Dealing with a global issue: contributing to poverty alleviation; Signaling corporate values: consumers' suspicious minds; Exploring leadership in times of paradox and complexity; The meanings of social entrepreneurship today; Social performance: key lessons from recent experiences within Shell Going global: how to identify and manage societal expectations in supply chains (and the consequences of failure)Corporate social responsibility and financial performance; Meeting objectives and resisting conventions; Changing governance patterns and CSR; Realigning business, government and civil society
Sommario/riassunto	Features articles on the changing societal expectations and new challenges on businesses in terms of their legitimacy in society at large

and particularly in their relationships with stakeholders. For today's managers, business competitiveness and financial results are no longer the only concerns. This e-book aims to address these and other related issues from both an academic and business perspective, and features several Blue Chip companies (eg Shell) and top business schools (IESE).
