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Sommario/riassunto

The world's leading companies have realized that success in the long term requires them not only to make an economic profit, but also to contribute to the societies in which they operate. As a result Corporate Social Responsibility (CSR) has moved to the top of the business agenda. Yet questions remain. Sceptics ask whether, provided an organization's activities conform to legislation, there is a business case for going beyond this. This unique Handbook from the Institute for Corporate Culture Affairs (ICCA) offers an invaluable combination of lessons learned and best practice for t
