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Nota di contenuto	The Age of Responsibility; Contents; List of boxes, cases, figures and tables; Foreword by Jeffrey Hollender; Acknowledgements; About the author; Part I: The call to responsibility; 1 Our ability to respond; Part II: The ages and stages of CSR; 2 The age of greed; 3 The age of philanthropy; 4 The age of marketing; 5 The age of management; 6 The age of responsibility; Part III: The principles of CSR 2.0; 7 The principle of creativity; 8 The principle of scalability; 9 The principle of responsiveness; 10 The principle of glocality; 11 The principle of circularity; Part IV: Our ability to change 12 The matrix of change 13 Making a difference; Bibliography; Index; Other books by Wayne Visser
Sommario/riassunto	Praise for The Age of Responsibility ""Wayne Visser's The Age of Responsibility elegantly and persuasively demonstrates the limits and failures of traditional CSR and also the kinds of reforms needed to create conditions for genuine corporate responsibility. Rich with insight, information and analyses, and highly readable for its excellent writing and poignant stories, the book is a crucial contribution to understanding where we are with CSR and what we need to do to move

forward.""-Joel Bakan, author of *The Corporation: The Pathological Pursuit of Profit*

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