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Titolo	Managing a company in an activist world : the leadership challenge of corporate citizenship / / Edmund M. Burke
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Descrizione fisica	1 online resource (206 p.)
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Soggetti	Corporations - Public relations Industrial management - Social aspects Social responsibility of business
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. [173]-182) and indexes.
Nota di contenuto	With apologies to James Carville-- : "it's the behavior, stupid" -- The case for change -- The faces of activism -- Step one : you start with a vision--a social vision -- Step two : abandon the command and control style of managing external affairs -- Step three : use the CACDIC strategy -- Step four : who are our external stakeholders and what do they value? -- Step five : what are the characteristics of our relationships? -- Preparing managers for the new, new thing -- The stakeholder relations plan -- The site community strategy : a responsibility of the facility manager -- The community strategy, continued -- The societal strategy--the CEO's responsibility.
Sommario/riassunto	Against a backdrop of corporate scandal, business leaders can no longer rely on the old-fashioned style of one-sided community relations programs to promote a good image. Nor can they expect preferential treatment just because they meet their tax obligations. Pressure from all sides is forcing corporate leaders to increase their investments in the communities they serve and redefining their relationships with key stakeholder groups, including employees,

suppliers, governing boards, shareholders, and the press. Safeguarding the environment, supporting human rights, eliminating child labor, ente

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