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Sommario/riassunto	"Over the last ten years, Corporate Social Responsibility (CSR) has grown from being criticised as a management fad to being endorsed as

good business practice by the majority of the world's leading companies. It has also become ever more complex; and the majority of companies are now in need of clarity and guidance to actively engage with CSR in practice, to develop strategies that reflect the unique context in which each company operates and to embed CSR within their values. ISO, the International Organization for Standardization, began developing an International Standard providing guidelines for social responsibility (SR) in 2005. This long-awaited guidance standard was finally published in November, 2010 as ISO 26000. Developed by stakeholders from industry, government, labour, consumers, non-governmental organizations and others, ISO 26000 will almost certainly become the single most authoritative worldwide standard for SR. In only a few years' time, many thousands of organizations around the world are likely to be using ISO 26000 as a foundation for their SR policies. ISO 26000 is voluntary, and includes no specific requirements; therefore it is not a certification standard. Nonetheless, business users in particular are anxious to measure against the new ISO guideline their current efforts at implementing SR issues within their overall business strategy. Furthermore, many organizations have indicated that they may reformulate current strategies or develop new initiatives based on the content of ISO 26000. This book, written by international experts who have closely followed the development of ISO 26000, is the first to provide potential users with a comprehensive roadmap to the new standard and a compass to identify where they stand in relation to it now. ISO 26000 defines all of the key terminology of SR, provides advice about the ways in which organizations can identify their social responsibilities and how SR can be integrated not only into companies, but into all types of organizations. It is not another code or norm, but an overarching blueprint for social responsibility. This book covers all the key content of ISO 26000, examining the development of the standard, the topics covered and how key themes such as stakeholders are dealt with. It is rich in tools and benchmarking exercises, illustrative material, case examples, and help for companies looking to base their CSR policy on ISO 26000. It also contains an overview of the actions and expectations of organizations that wish to work in accordance with ISO 26000. Timely, detailed and practical, ISO 26000: The Business Guide to the New Standard on Social Responsibility will be an essential resource for the thousands of organizations that need an expert view on how the new standard works, where they stand in relation to it, and how they can work towards developing their CSR efforts in line with its content."--Provided by publisher.
