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Nota di contenuto	The ICCA Handbook on Corporate Social Responsibility; Contents; List of Contributors; Foreword; Acknowledgements; Part I Introduction and Background to CSR; 1 Why Do Companies Engage in Corporate Social Responsibility? Background, Reasons and Basic Concepts; 2 Corporate Culture and CSR - How They Interrelate and Consequences for Successful Implementation; 3 CSR - The Way Ahead or a Cul de Sac?; 4 Why all Companies should Address Human Rights - and how the Business & Human Rights Resource Centre can help; 5 The British CSR Strategy: How a Government Supports the Good Work Part II Sharing Good Practices and Lessons Learned6 Transnational Corporations and the Global Mindset; 7 Corporate Social Responsibility: Past and Present Practice at National Bank of Greece; 8 The Reinhard Mohn Fellowship: Not-For-Profit and Business Learning from Each Other; 9 CSR Implementation - How the Bertelsmann Foundation Supports the Implementation of Corporate Responsibility in Companies;

10 Social Responsibility - a Sustainable Strategy for Business Success or Making a Profit with Non-profit; 11 The Body Shop: Living the Dream
12 Translating Corporate Social Responsibility Policy into Practice in BT13 The Business of Empowering Women: Innovative Strategies for Promoting Social Change; 14 Corporate Philosophy - Seeking Harmony between People, Society and the Global Environment and Creating a Prosperous Society through Making Automobiles; 15 The Kyosei Philosophy and CSR; 16 A Decade of Environmental and Sustainability Reporting at Credit Suisse Group; 17 Microfinance as Profitable Good Practice; 18 Business Ethics as a Management Instrument - Vision, Values and Code of Conduct at Henkel; 19 A Company's Social Side
20 In the Driver's Seat: Implementing Sustainable Management Around the Globe21 What Gets Measured Gets Done; Part III Ranking and Auditing; 22 The 'Good Company Ranking' of the Manager Magazin; 23 The Caux Round Table: Taking CSR from Aspiration to Action; Index

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
