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| Nota di contenuto | Responsible Business; Contents; Acknowledgements; About the editors; List of contributors; Introduction; 1: What does a sustainability manager do?; 2: An introduction to stakeholder dialogue; 3: Who works in CSR? Staffing and recruitment in CSR; 4: A legal perspective on CSR; 5: Corporate volunteering as a tool of strategic company development; 6: CSR assurance in practice: measuring and auditing sustainability; 7: Sustainability reporting 2.0: from 'Trojan horse' to 'value booster'; 8: Ten rules for successful CSR communication; 9: Event project management best practice 10: The role of IT in corporate sustainability strategies 11: CSR in the hotel industry: the Accor perspective; 12: Microfinance: helping communities to develop; 13: Sustainability management in the automotive sector; 14: Beyond marketing: CSR as a business strategy for SMEs - the Betapharm story; 15: Sports sponsoring and CSR: lessons from HypoVereinsbank; 16: Five rules for sustainable supply chain management; 17: Public private partnerships in corporate responsibility; 18: CSR in developing countries; 19: Carbon offsetting |

as a CSR strategy

20: Implementing profitable CSR: the CSR 2.0 business compass 21:

CSR 2.0: the evolution and revolution of corporate social responsibility;

Further reading; Index

Sommario/riassunto

Corporate Social Responsibility, Sustainability and Corporate Citizenship are now essential elements of modern business. Responsible Business is a vital ""how to"" guide providing information on all aspects of the CSR process. This highly accessible book is full of insights from those responsible for implementing CSR strategy inside companies - whether as CSR managers or at top management level - with coverage of all the important aspects of CSR - from what a sustainability manager's job involves, how to handle stakeholder dialogue, supply chain management to auditing, CSR and the law,

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