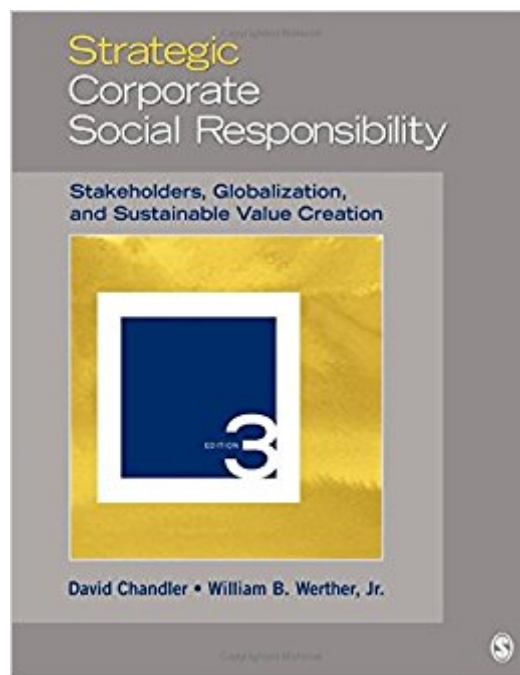




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Strategic Corporate Social Responsibility: Stakeholders, Globalization, And Sustainable Value Creation



Synopsis

Blending theory with practical application, Strategic Corporate Social Responsibility, Third Edition is a comprehensive CSR and strategy text. As such, it supports courses taught either as standalone electives or as core components of the business school curriculum across all discipline areas.

Integral to the book's unique format is its mix of theory and practical application divided into two parts. After five chapters that provide an overview of the field, core concepts, and practical challenges, the second half of the book illustrates the extensive and dynamic nature of CSR via 21 detailed issues and case-studies. The cases capture contentious debates across the spectrum of CSR topics that culminate with a series of questions designed to stimulate further investigation and debate.

Book Information

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Customer Reviews

"The book is a powerful and persuasive presentation of strategic CSR."--Mr. Dharmendra Nath
"UPKRAM "Praise from the previous edition: "Students thought that this book was easy to follow and understand."--Dr. Scott Foster
Praise from the previous edition: "Current, comprehensive source on CSR."--Dr. Janis Page
Praise from the previous edition: "Indepth analysis of CSR issues. Part 11 Section of Case studies is very insightful."--Mr. Matt Murray
Praise from the previous edition: "An interesting text that highlights CSR in a global context."--Mrs. Claire Dodson
Praise from the previous edition: "This is the best textbook available for the recently-developed graduate course. It is also the most economical for the students. One of my new professors and I will be delivering this

important course on both international and domestic bases, and my Chinese students in Shanghai and Chengdu have already submitted positive feedback after reviewing the text on-line."--Dr. Glenn Briggs

Praise from the previous edition: "I really enjoyed this text and have placed it on our reading list for our new module. It is extremely user friendly and is great for undergraduates. The module is becoming core in 2 years and will have approx 300 students on it. Until then we will have 60 students enrolled."--Mr. Chris Doran

Praise from the previous edition: "Most suitable book for my students."--Dr. Matthew Guah

Praise from the previous edition: "Textbook complements the course objectives very well."--Professor Terrence Dalton

Praise from the previous edition: "For someone teaching both Strategic Management and CSR this book is invaluable. The Strategic Models are clearly identified and put into context within CSR - a valuable resource to any business student. Looking forward to reading it from cover to cover over the summer break!"--Mrs. Hilary Bishop

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Corporate social responsibility (CSR) is both a moral and reputational imperative and this text

certainly emphasizes that point through the use of several different case studies. This was the required text for my ethics and sustainability class and definitely helped reinforce the course learning, but it could have offered more in the areas of conceptual frameworks or models to incorporate CSR into daily practices for small to medium-sized businesses. In addition, it could have addressed evaluative techniques and corrective actions better, but was still helpful overall.

The item was not as described; totally disappointing.

Exactly what I needed for my class

One of the worst textbooks I've ever had to use for a class. It has all the necessary info but it tells you in a very long winded and annoying way. Every chapter repeats the same information and it is written like someone's essay. Everything is in big block paragraphs there are no bullet points or lists and very few visuals that make sense. Overall it makes for some very difficult reading everyone in my class complained often to our instructor about this book. I don't think he will use it next semester.

Nice book

Exactly what I've expected. New and clean

The supplementary materials (PPTs) are not that great but the text is very good. I have used it for undergrad, grad, and continuing education students.

Concepts that should be intuitive are made much more difficult in this text.

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