



## Corporate Social Responsibility

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Why has CSR become part of the mainstream business and academic agenda in the 21<sup>st</sup> century?

How can CSR be fully integrated in business strategy and day-to-day operations?

Do companies become more vulnerable to criticism from stakeholders if they make public their commitment to CSR?

These are just some of the questions and challenges explored in this exciting new textbook. Readers will not only gain comprehensive knowledge and understanding of the history of CSR, the key CSR drivers, the main theoretical CSR perspectives and the dominant CSR practices found in the business community, they will also, more crucially, learn how to implement CSR in practice.

Written and edited by leading academics in the field, **Corporate Social Responsibility** is an engaging and accessible text designed for any student seeking an introduction to this complex and ambiguous subject.

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