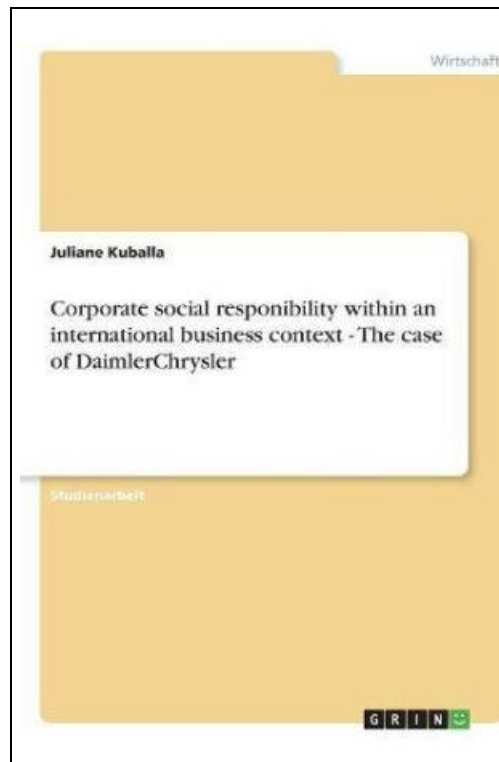


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CORPORATE SOCIAL RESPONSIBILITY WITHIN AN INTERNATIONAL BUSINESS CONTEXT - THE CASE OF DAIMLERCHRYSLER



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Grin Verlag. Paperback. Condition: New. 44 pages. Dimensions: 8.5in. x 5.5in. x 0.1in. Studienarbeit aus dem Jahr 2006 im Fachbereich BWL - Unternehmensethik, Wirtschaftsethik, Note: 60, Northumbria University, 25 Quellen im Literaturverzeichnis, Sprache: Deutsch, Anmerkungen: This assignment identifies aspects that must be considered for the creation of reports that force multinational businesses for real accountability. Further the importance of the development of common reporting standards is pointed out. Moreover benefits and limitations of social and environmental auditing a multinational company will recognise are stated. Finally this assignment examines what kind of ethical, social and environmental information DaimlerChrysler discloses and silences in its reports , Abstract: In the first section of this academic assignment different aspects that must be considered for the creation of reports that force multinational businesses for real accountability are identified. Moreover the importance of the development of common reporting standards is pointed out. In this context especially the most important principles of the reporting guidelines published by the GRI are highlighted. The GRI guidelines were chosen as DaimlerChrysler, the multinational company which is considered in the second section of this assignment, gears its reporting issues related to sustainability to them. Moreover benefits and limitations of social and environmental auditing a multinational company will recognise are stated. Finally this assignment examines what kind of ethical, social and environmental information DaimlerChrysler discloses in its various reports and which facts are silenced or euphemised to provide a better picture to the public. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.



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