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Corporate Responsibility (Paperback)

By Michael Blowfield, Alan Murray

Oxford University Press, United Kingdom, 2014. Paperback. Condition: New. 3rd Revised edition. Language: English . Brand New Book. In its journey from the margins to the mainstream, the idea of corporate responsibility has become a significant part of the business agenda. Whilst society has always held expectations of business that go beyond wealth creation, the backdrop against which businesses now operate - characterised by financial crisis, climate change, political shifts, and population growth - has seen corporate responsibility becoming increasingly central to the ability of businesses to address global concerns. In a world where prosperity is measured in terms of economic growth, the pressure on business to maximise profits whilst also being held publicly accountable for its social and environmental record, continues to increase. Drawing on numerous case studies, theories, and perspectives, this textbook explores what corporate responsibility reveals about the changing role of business in the twenty-first century. The third edition has been updated to reflect the full impact of the 2008-9 financial crisis and new examples of actual business practice have been presented throughout. These include: Google and their struggles with the Chinese government over censorship; Trafigura and their illegal dumping of toxic waste; and Proctor Gamble and...



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