

Business Ethics Andrew Crane

As problems such as corruption, financial scandals, food safety, human rights and pollution continue to hit the headlines, business ethics are becoming increasingly central to the global economy. In the four volumes of *New Directions in Business Ethics*, Andy Crane and Dirk Matten, two of the leading international figures in the field, bring together the most critical and up-to-date academic research in business ethics as it continues to proliferate in new and exciting directions.

Cross-sector partnerships are widely hailed as a critical means for addressing a wide array of social challenges such as climate change, poverty, education, corruption, and health. Amid all the positive rhetoric of cross-sector partnerships though, critical voices point to the limited success of various initiatives in delivering genuine social change and in providing for real citizen participation. This collection critically examines the motivations for, processes within, and expected and actual outcomes of cross-sector partnerships. In opening up new theoretical, methodological, and practical perspectives on cross-sector social interactions, this book reimagines partnerships in order to explore the potential to contribute to the social good. A multi-disciplinary perspective on partnerships adds serious value to the debate in a range of fields including management, politics, public management, sociology, development studies, and international relations. Contributors to the volume reflect many of these diverse perspectives, enabling the book to provide an account of partnerships that is theoretically rich and methodologically varied. With critical contributions from leading academics such as Barbara Gray, Ans Kolk, John Selsky, and Sandra Waddock, this book is a comprehensive resource which will increase understanding of this vital issue.

Business Ethics in Practice is essential reading for all undergraduate, postgraduate and MBA students looking to ensure they act responsibly and make the right decisions when faced with ethical dilemmas. Covering the impact of character and culture on managing ethics, leadership, governance and social responsibility, this book goes beyond ethical theory to show ethical considerations and challenges in practice. With examples from both small businesses and large multinational corporates such as Google, BP and Nestle, *Business Ethics in Practice* shows how ethics must be considered by everyone in every sector, in a business of any size. With coverage of ethics in relation to staff, consumers, the supply chain, competitors and the environment, this book will ensure that students can think ethically and make effective ethical decisions. Supported by online resources including powerpoint slides and a guide for lecturers as well as practical tips for students, this book will help anyone studying business ethics in both their professional and personal development.

As business and society is an inherently multi-disciplinary scholarly area, the book will draw from work in areas outside of business and management, such as psychology, sociology, philosophy, religious studies, economics and other related fields, as well as the natural sciences, education, and other professional areas of study.

Firms generally depend upon innovations in order to achieve advantages on competitive markets, thus also raising societal questions. Business ethics provides a normative framework for balancing the different perspectives, values, and interests at stake.

This balance must be achieved both at relevant firm and regulatory levels. Business Ethics of Innovation is thus necessarily an interdisciplinary endeavour. This volume assesses general questions of how business ethics may contribute to adequate innovations and specifically discusses respective case studies in pharmaceutical and IT sectors.

A new text for new realities: Business Ethics & Corporate Social Responsibility charts a course for students through the unprecedented challenges and turbulence of modern business and its implications for people across the globe. Moving beyond the Anglo-American focus of existing works, the authors employ a refreshingly international perspective to leave students with a broad and reflective understanding of business ethics. A flexible 3-part structure, developed from extensive market feedback, aligns with the latest course structures, while a strong focus on environmental ethics and sustainability throughout provides market-leading coverage of this vital issue. An unparalleled range of case studies, including chapter cases and longer premium cases supplied by HBR, Ivey and ECCH, combine with a full set of online supporting resources to make this the complete introduction to business ethics in a rapidly evolving world.

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In the first decades of the twenty-first century, the theory and practice of corporate citizenship and responsibility adapted significantly. The pieces in this volume capture the essence of these changes, with illuminating reflections by their preeminent authors on success, failure, learning and progress. Featuring contributions from John Ruggie, Peter Senge, R. Edward Freeman, Jan Aart Scholte and Georg Kell, it charts the rise of corporate citizenship, sustainability and corporate social responsibility. This title is one of a two-volume set: a collection of seminal and thought-provoking essays, drawn from the Journal of Corporate Citizenship's archive, accompanied by new analysis and reflection from the original authors. Written by some of the most widely recognized academic and business pioneers and leaders of the corporate responsibility and global sustainability movement, the volumes make essential reference texts for anyone interested in the radically awakening new global political economy. The Journal of Corporate Citizenship was launched in 2001 by Founding Editor Malcolm McIntosh and Greenleaf Publishing. Today, it continues to fulfil its mission to integrate theory and practice and provide a home for enlightened transdisciplinary thinking on the role of business and organizations in society.

This book is the companion to "Unfolding Stakeholder Thinking: Theory, Responsibility and Engagement", which examined many emerging theoretical and normative issues and was released to acclaim in October 2002. "Unfolding Stakeholder Thinking 2" collects a series of essays by leading researchers worldwide to focus on the practice of stakeholder engagement in terms of relationship management, communication, reporting and performance. As stakeholder relationships and business in society have become increasingly central to the unfolding of stakeholder thinking, important new topics have begun to take centre stage in both the worlds of practice and academia. The first part of the book makes clear that simply engaging with stakeholders is insufficient to build successful stakeholder strategies. Companies, considered as the focal entity in a relationship, also need to actively communicate with stakeholders and manage their relationships. Dialogue is essential but can only be useful if companies listen to the messages that stakeholders are sending them. It is also essential to understand the role of

power and influence in stakeholder engagement strategies especially if partnerships or collaborations emerge from the relationships that are engendered. The book examines a wide range of corporate–NGO collaborations to determine what makes them effective – and what makes them fail. Conflict management in stakeholder alliances is also discussed. The second part of the book addresses the critically important element of emerging schemes for the assessment, measurement and reporting of business in society and relationships involving stakeholders. A variety of current approaches to stakeholder assessment and reporting are discussed here including social auditing and sustainability reporting. The evolution of stakeholder thinking has led to a new view of the firm as an organism embedded in a complex web of relationships with other organisms. The role of management becomes immensely more challenging, when stakeholders are no longer seen as simply the objects of managerial action but rather as subjects with their own objectives and purposes. This book captures the complexity of managing relationships with stakeholders and will provide both practitioners and researchers with a wealth of information on the benefits and consequences of this practice.

On a world scale, the implicit deal between corporation and community is undergoing a revolution in the period 1990–2000. For the first time, corporate boardrooms are having to confront the environmental challenge not as a peripheral issue around "public relations", but as a core issue of credibility with its customers. As trust in big business has declined, consumer willingness to alter buying behaviour to register disapproval has accelerated. As a result, boardrooms in the largest companies are having to redraw their strategic procedures regarding the environment. This book aims to advance the general understanding of corporate environmental governance as an issue capable of separate and detailed analysis. It aims to provide not an overview, but a series of test cores into the generally unexamined issues surrounding the changing ethos of corporate action and environmental investment. To date, the "business and environment" strategic conversation has reached only a minute proportion of a global audience. Over the next twenty years, this dialogue will transform business into the 21st century. Moreover, it will become internalised into a way of working within Corporate Culture. *Greening the Boardroom* explores through case studies and surveys some of the changes in this process, in Europe as well as in Asia and North America. Suitable for readers in general management, business, government and academia, this book is an important contribution to the corporate environmental debate by the author of *The Environmental Audit and Business Strategy: A Total Quality Approach*.

As a relatively young subject matter, corporate social responsibility has unsurprisingly developed and evolved in numerous ways since the first edition of this textbook was published. Retaining the features which made the first edition a top selling text in the field, the new edition continues to be the only textbook available which provides a ready-made, enhanced course pack for CSR classes. Authoritative editor introductions provide accessible entry points to the subjects covered - an approach which is particularly suited to advanced undergraduate and postgraduate teaching that emphasises a research-led approach. New case studies are integrated throughout the text to enable students to think and analyze the subject from every angle. The entire textbook reflects the global nature of CSR as a discipline and further pedagogical features include chapter learning outcomes; study questions; 'challenges for practice' boxes and additional 'further reading' features at the end of each chapter. This highly rated textbook now also benefits from a regularly updated companion website which features a brand new 'CSR Case Club' presenting students and lecturers with further case suggestions with which to enhance learning; lecture slides; updates from the popular Crane and Matten blog, links to further reading and career sites, YouTube clips and suggested answers to study questions. An Ivey CaseMate has also been created for this book at <https://www.iveycases.com/CaseMateBookDetail.aspx?id=335>.

International Business Ethics: Challenges and Approaches, edited by Georges Enderle, is a pioneer in this widely uncharted field of

international business ethics. This volume includes the work of 39 contributors, half of them from non-Western countries, first presented at the First World Congress of Business, Economics, and Ethics hosted by Reitaku University and the Institute of Moralogy in Japan.

This volume is intended as a reference for those interested in the relationship between business strategy and business ethics, broadly conceived. Several articles have been selected from various leading journals in management, strategy and ethics. An introductory chapter provides an overview of the articles but it also relates them systematically to a fundamental dualism involving values, ethics and politics, all viewed from the perspective of business and business studies.

It is widely accepted that corporations have economic, legal, and even social roles. Yet the political role of corporations has yet to be fully appreciated. *Corporations and Citizenship* serves as a corrective by employing the concept of citizenship in order to make sense of the political dimensions of corporations. Citizenship offers a way of thinking about roles and responsibilities among members of polities and between these members and their governing institutions. Crane, Matten and Moon provide a rich and multi-faceted picture that explores three relations of citizenship - corporations as citizens, corporations as governors of citizenship, and corporations as arenas of citizenship for stakeholders - as well as three contemporary reconfigurations of citizenship - cultural (identity-based), ecological, and cosmopolitan citizenship. The book revolutionizes not only our understanding of corporations but also of citizenship as a principle of allocating power and responsibility in a political community.

Corporate Citizenship (CC) has emerged as a widely used way of describing the role of business in wider society. As such, CC has been popular with academics, business leaders and politicians alike, as it locates the private corporation within a network of mutual responsibilities and obligations in their social environment. This collection takes stock of the debate by tracing back its origin, identifying the key topics and delineating the key controversies. The volume locates the discussion on corporate citizenship in a wider turn towards the political within the ongoing discussion on the role of business in society. In doing so, the individual chapters feature key contributions by the thought leaders in the field and provide an overview of the ongoing developments in the field, in particular at the transnational level. With an original introduction by the editors, this collection will be an invaluable tool for students, researchers and practitioners with an interest in the field of corporate citizenship.

A number of disparate but interconnected forces such as deregulation and globalization, rapid advances in communications technology and the rise in the power of the consumer and civil society have now combined to bring corporate responsibility to prominence in many corporate boardrooms. In this information age, the ramifications of not addressing best practice in environment, workplace, marketplace and community could range from bad press coverage to complete market exclusion. These are perilous times for the social construct of modern capitalism. In today's society successful companies will increasingly be those that recognize that they have responsibilities to a range of stakeholders that go beyond compliance with the law. If in the past the focus was on enhancing shareholder value, now it is on engaging stakeholders for long-term value creation. This does not mean that shareholders are not important, or that profitability is not vital to business success, but that in order to survive and be profitable a company must engage with a range of stakeholders whose views may vary greatly. If in the past corporate social responsibility was simply seen as profitability plus compliance plus philanthropy, now responsible corporate citizenship means

companies being more aware of and understanding the societies in which they operate. This means senior executives and managers being able to deal with a wide range of issues including greater accountability, human rights abuses, sustainability strategies, corporate governance codes, workplace ethics, stakeholder consultation and management. The aim and scope of *Perspectives on Corporate Citizenship* is to help capture and distil these and other emerging trends in terms of content, context and processes, in one concise volume. With contributions from the *crème de la crème* of leading thinkers from around the world, *Perspectives on Corporate Citizenship* is essential reading for students, scholars and all serious thinkers on one of the most critical issues of our time.

The fourth edition of *Business Ethics* explores throughout the text, in the context of business ethics, the three major challenges that businesses face when making ethical decisions: Globalization Sustainability Corporate citizenship. Crane and Matten provides a truly global approach with a strong European perspective as well as examples from emerging economies and all around the world. The text's accessible style and easy-to-follow narrative ensure it is engaging for students new to the subject. The text features excellent case studies and unique pedagogical features that show how theory relates to real-life practice, including Ethics on Screen, Ethics Online and Ethics in Action. It also focuses on skills, such as key decision-making skills, through in-text features including Skill Checks, Think Theory boxes and Key Concept boxes. New to this edition Extended coverage of SMEs and social enterprise, world religions and business ethics, whistleblowing, personal decision-making and feminist ethics Updated cases, examples, and vignettes throughout featuring recent cases that have raised complex ethical issues including the News International phone-hacking scandal, the ethical challenges presented by social media, and changes to banking regulations to avert another financial crisis Extended coverage of Asian, Arabian, Latin American, and African perspectives on the ethical debates and dilemmas faced by businesses in their regions New in-text features highlight the business skills covered in each chapter Enhanced resources on the website including, for students, related video links for each chapter, a careers advice section, all EoS have been updated to feature a new recent film, to help engage students with business ethics through the very latest cultural coverage, and, for lecturers, a test bank of multiple choice questions

Canada's "no. 1 defender of freedom of speech" and the bestselling author of *Shakedown* makes the timely and provocative case that when it comes to oil, ethics matter just as much as the economy and the environment. In 2009, Ezra Levant's bestselling book *Shakedown* revealed the corruption of Canada's human rights commissions and was declared the "most important public affairs book of the year." In *Ethical Oil*, Levant turns his attention to another hot-button topic: the ethical cost of our addiction to oil. While many North Americans may be aware of the financial and environmental price we pay for a gallon of gas or a barrel of oil, Levant argues that it is time we consider ethical factors as well. With his trademark candor, Levant asks hard-hitting questions: With the oil sands at our disposal, is it ethically responsible to import our oil from the Sudan, Russia, and Mexico? How should we weigh carbon emissions with human rights violations in Saudi Arabia? And assuming that we can't live without oil, can the development of energy be made more environmentally sustainable? In *Ethical Oil*, Levant exposes the hypocrisy of the West's dealings with the

reprehensible regimes from which we purchase the oil that sustains our lifestyles, and offers solutions to this dilemma. Readers at all points on the political spectrum will want to read this timely and provocative new book, which is sure to spark debate. From the Hardcover edition.

How can you be an ethical corporate citizen in an increasingly complex, multiple-stakeholder world? This is the most pressing question facing businesses today, small and large, local and global. Business Ethics is a thorough yet accessible exploration of the main ethical theories and how these apply to the major stakeholders facing this question. Written from a truly international perspective and supported by diverse and innovative learning features, this book provides the tools and concepts necessary to understand and effectively manage ethical challenges wherever you are in the world. 'Key Concepts' and 'Think Theory' boxes ensure the essential ideas are straightforward to grasp but don't go unchallenged, while 'Ethics in Action' boxes and Case Studies illustrate these ideas at play in the working world. Step into the shoes of a decision-maker with 'Ethical Dilemma' boxes and hear from them first hand with new 'Practitioner Spotlight' boxes, which feature fascinating insights from real-life practitioners on how they manage ethical decisions and what skills they consider to be crucial to success. The fourth edition offers a wealth of new cases and examples as well as updates of favourites from previous editions, including features on AirBnB, TOMS, and McDonalds. Bespoke video interviews with the practitioners from the book and new multiple-choice questions enhance the online resources for students, while workshop and flipped classroom activity ideas support lecturers. In addition, content has been thoroughly updated across the book and online to reflect the latest developments and issues surrounding corporate citizenship, globalization, and sustainability. Award-winning, best-selling, and up-to-date; this is the textbook of choice for those wishing to excel in business ethics. The book is supported by an extensive range of online resources: For students: Practitioner Spotlight videos and web links Additional Case Study web links Additional Ethics in Action web links Addition Ethics on Screen web links Think Theory responses Film list Ethics career guide Further reading Multiple-choice questions For lecturers: VLE content PowerPoint slides Test bank Case bank Sample course outline Teaching notes for Case Studies Teaching notes for Ethical Dilemmas Teaching notes for Ethics in Action features Teaching notes for Ethics on Screen features Ideas for structured workshops

CSR has now moved beyond the stage of specialist or niche subject to become an integral part of global business and society. This timely edition is destined to become the definitive guide to CSR, Sustainability, Business Ethics and the organizations and standards in the field. The A to Z of Corporate Social Responsibility is a unique publication and is the culmination of over a hundred of the world's leading thinkers, opinion formers, academic and business people providing an easy-to-use guide to CSR: from general concepts such as sustainability, stakeholder management, business ethics and human rights to more specific topics such as carbon trading, microfinance, biodiversity, the Base of the Pyramid model and globalisation. In addition to definitions of the most important terms across the wide range of CSR associated topics, this book also covers all the most important codes and guidelines, such as the Equator Principles, the UN Global Compact and ISO standards, as well as providing background on

organizations such as the World Business Council for Sustainable Development and Transparency International and profiles of CSR in particular industries and regions. This paperback edition includes all the latest developments in CSR as well as incorporating new sections on boardroom pay, the sub-prime market and the financial crisis. Praise for the first edition: "A complete reference guide...offers an invaluable combination of lessons learned and best practice for the future...provides first-hand insights" (Forum CSR International, October 2008) "This is a timely and innovative contribution to the field of Corporate Social Responsibility" (Retail & Leisure International, February 2008) "...a handy reference to have on the shelf behind your desk..." (Ethical Performance, February 2008) "You will not find a wider display of today's key global players and their action programs than here." (CSR-News.net, May 2008) "The book contains a great deal of detailed research." (Supply Management, May 2008)

A lyrical and haunting depiction of American racial violence and lynching, evoked through stunning full-color artwork In late May 1918 in Valdosta, Georgia, ten Black men and one Black woman—Mary Turner, eight months pregnant at the time—were lynched and tortured by mobs of white citizens. Through hauntingly detailed full-color artwork and collage, *Elegy for Mary Turner* names those who were killed, identifies the killers, and evokes a landscape in which the NAACP investigated the crimes when the state would not and a time when white citizens baked pies and flocked to see Black corpses while Black people fought to make their lives—and their mourning—matter. Included are contributions from C. Tyrone Forehand, great-grandnephew of Mary and Hayes Turner, whose family has long campaigned for the deaths to be remembered; abolitionist activist and educator Mariame Kaba, reflecting on the violence visited on Black women's bodies; and historian Julie Buckner Armstrong, who opens a window onto the broader scale of lynching's terror in American history.

Business Ethics Managing Corporate Citizenship and Sustainability in the Age of Globalization Oxford University Press

The essays in this volume examine the emergence of the concept of corporate social responsibility, and the uses that have been made of the language of corporate responsibility to explore the business/society relationship. The first section traces the emergence of the concept of corporate social responsibility as a way of understanding and framing the business/society relationship. Section two of the volume looks at "Definitions and ethical justifications" with a view to exploring current discussions of the nature, scope and source of the social responsibilities of corporations. Section three, "CSR and Management: Critical Reflections", explores the integration of CSR theories and justifications into business management and business management theories. Articles in the final section of the volume apply the concept of corporate social responsibility, and the theoretical frameworks and analytical tools to which it has given rise, to the examination and resolution of specific social issues arising out of the economic activities of corporations.

This book is useful for B.Com., M.Com., and MBA students of all Indian Universities. Presentation of various aspects of entrepreneurship is the most salient features of this book. Clarity of all topics has been given throughout. Description of the most difficult topics, in a simple and easy to follow style, has been the authors main attempt. At the end of the each chapter Assessment Questions are included in this book. Glossary, Bibliography, Author Index, Subject Index and Abbreviations are incorporated at the end of the book.

Want to know what's buzzing with corporate citizenship? Look no further. This book shows why global corporate citizenship has been called

the topic of the decade and why it matters to each of us, no matter where we live. It explains in plain English the major issues and ideas percolating in current research on the topic. Trust what you discover in the book. The list of contributors to Handbook of Research on Global Corporate Citizenship reads like a Who's Who of corporate citizenship research. Thomas Donaldson, University of Pennsylvania, US This is a unique and eclectic set of essays on a vitally important (but often neglected) topic. The editors are to be congratulated in assembling a distinguished group of scholars, who carefully and expertly guide the reader through the various facets of global corporate citizenship. This is a must read for anyone interested in the social ramifications of the globalization of business activity. John H. Dunning OBE, University of Reading, UK and Rutgers University, US Start with a fact large corporations wield enormous power in the contemporary, globalized economy. Then note the hopes and fears that this fact inspired the potential to harness the profit motive to social needs, but the fear that the profit motive can just as easily wreak havoc. And finally, bring together some leading scholars from around the world to discuss the matter and the result is a hugely impressive collection of essays on one of the burning issues of our time. This volume is definitive the necessary starting point for future debate. Paul S. Adler, University of Southern California, US This volume provides an extensive and comprehensive overview of current research and theory about why and how corporations should play a more active role in fulfilling their global citizenship obligations and responsibilities. Its contributors include many of the most important and influential scholars in the field of corporate social responsibility from both Europe and the US. An important strength of this volume is the diversity and breadth of the dimensions of corporate citizenship that it explores in depth. This volume provides an important resource to scholars, managers, and activists interested in promoting corporate citizenship. David Vogel, University of California, Berkeley, US The Handbook of Research on Global Corporate Citizenship identifies and fosters key interdisciplinary research on corporate citizenship and provides a framework for further academic debate on corporate responsibility in a global society. This exciting and important Handbook provides a unique forum to discuss the consequences of the social and political mandate of business firms and examines the implications of these consequences for the theory of the firm. Leading academics have been invited from various disciplines such as management studies, economics, sociology, legal studies and political science to evaluate the concept of corporate citizenship and to analyze the role of private business in global governance and the production of global public goods. The Handbook is structured in seven sections: theoretical perspectives on corporate citizenship contemporary issues and challenges of global business regulation actors and institutions of global business regulation disciplinary perspectives on corporate citizenship implications for management theory building critical perspectives on corporate citizenship conclusions. This Handbook will be a significant read for academics, postgraduate students and managers interested in the field of corporate citizenship, regulation and corporate responsibility across the social sciences.

While there is a large and ever-expanding body of work on the fields of business ethics and corporate social responsibility (CSR), there is a noted absence of a single source on the methodology and research approaches to these fields. In this book, the first of its kind, leading scholars in the fields gather to analyse a range of philosophical and empirical approaches to research in business ethics and CSR. It covers such sections as historical approaches, normative and behavioural methodologies, quantitative, qualitative and experimental perspectives, grounded theory and case methodologies, and finally a section on the role of the researcher in research projects. This book is a valuable and essential read for all researchers in business ethics and CSR, not only for those starting out in the fields, but also for seasoned scholars and academics.

This volume provides an interdisciplinary analysis on the political role of corporations in society by using the analytical device of corporate

citizenship. It questions what ideas on corporate citizenship may say about the ongoing publicization of the corporation and the implications of these developments for the public domain and welfare state.

Business Ethics: What Everyone Needs to Know ® is a succinct, practical survey that explains what ethical lines are, how not to cross them, and what to do when they are crossed. Written in a question-and-answer format, this resource provides engaging and readable introductions to the basic principles of business ethics and an invaluable guide for dealing with ethical dilemmas.

Corporate social responsibility (CSR) continues to grow as an area of interest in academia and business. Encompassing broad topics such as the relationship between business, society, and government, environmental issues, globalization, and the social and ethical dimensions of management and corporate operation, CSR has become an increasingly interdisciplinary subject relevant to areas of economics, sociology, and psychology, among others. New directions in CSR research include advanced 'micro' based investigations in organizational behaviour and human resource management, additional studies of environmental social responsibility and sustainability, further research on 'strategic' CSR, connections between social responsibility and entrepreneurship, and improvements in methods and data analysis as the field matures. Through authoritative contributions from international scholars across the social sciences, this Handbook provides a cohesive overview of this recent expansion. It introduces new perspectives, new methodologies, and new evidence from a range of disciplines to encourage and facilitate interdisciplinary research and global implementation of corporate social responsibility.

Just as Jack Kerouac captured the beat of the '50s, his daughter captured the rhythm of the generation that followed. With a graceful, often disturbing detachment and a spellbinding gift for descriptive imagery, Jan Kerouac explores the tortured, freewheeling soul of a woman on her own road. From an adolescence of LSD, detention homes, probation, pregnancy, and a stillbirth in the Mexican tropics at age 15; to the peace movement in Haight-Ashbury and Washington state; to traveling by bus through Central America with a madman for a lover, Baby Driver moves with the force of a tropical storm.

This study provides a representation of the broad spectrum of theoretical work on topics related to business ethics, with a particular focus on corporate citizenship. It considers relations of business and society alongside social responsibility and moves on to examine the historical and systemic foundations of business ethics, focusing on the concepts of social and ethical responsibilities. The contributors explore established theories and concepts and their impact on moral behaviour. Together, the contributions offer varied philosophical theories in approaches to business ethics. The book will be a valuable resource for academics and researchers with an interest in the theoretical development of business ethics.

This landmark book shows how the old model of corporate sustainability and responsibility is being replaced by a second generation movement that goes beyond the outmoded approach of CSR as philanthropy or public relations concern to a more authentic, stakeholder-driven model. The author describes the new concept and mission of the new movement and explains its agenda in a succinct guide that will be useful for CSR professionals, including managers, consultants, academics, and non-governmental organizations.

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