

Corporate Social Responsibility Monitor Globescan

This book refutes the thesis of Samuel Huntington's Clash of Civilizations. Instead, it supports the Alliance of Civilizations supervised by the United Nations. It describes religious-historical and cultural monuments in the region including Istanbul Cibali-Fener-Balat-Ayvansaray where three monotheistic religions live together under the peaceful conditions and they practice their religions. The thesis of Alliance of Civilizations has been examined theoretically within the context of the book. Also the added CD at the back side of the book presents visual information about the issue. We hope that thesis of the Alliance of Civilizations, co-chaired by Prime Minister Recep Tayyip Erdogan and Spanish Prime Minister Zapatero under the umbrella of the United Nations, will make considerable contribution to the world peace.

This is a timely and groundbreaking book from the bestselling author of "The Fifth Discipline" series and "Presence". "The Necessary Revolution" reveals how corporations and organizations are, in the face of looming environmental crises and pressure from social issues, finding solutions that ensure both long-term survival and real-time business success. "The Necessary Revolution" is destined to become the essential handbook for everyone who understands the need to act and work together now to create a sustainable world for ourselves and the generations to come. A revolution is underway, and spreading fast. Organizations everywhere are boldly leading the change from the dead-end of 'business as usual' to new strategies and transformative practices that promote a flourishing, sustainable world. Pragmatic and powerful, today's most innovative leaders know that revolutionary - not incremental - changes in the way we live and work are necessary for their, and our, survival. Brimming with inspiring stories from around the globe, and organizations ranging from Alcoa to Oxfam, DuPont to GE, "The Necessary Revolution" clearly shows that ordinary people at every level within every organization have the ability and innovative spirit to do extraordinary things. By working collaboratively across boundaries, they are amplifying their creativity to find unprecedented solutions in an intensely interdependent world. "The Necessary Revolution" contains a wealth of strategies to help anyone, regardless of role or title, build the confidence and competence to respond effectively to the greatest challenge of our time. It is destined to become the essential handbook for everyone who understands the need to act and work together - now - to create a sustainable world for ourselves and the generations to follow.

In the light of multiple corporate debacles, financial crises and environmental disasters across the globe, the need for corporate goals to transition from simply maximising shareholder wealth to optimising stakeholder welfare is being echoed in various quarters. This book makes a distinct contribution by looking at Corporate Social Responsibility (CSR) from a values-based perspective with a focus on providing a balance between corporate success and social well-being.

The book emphasizes that corporations need to redefine their purposes to co-create long-term, sustainable and win-win solutions for multiple stakeholders through mutually-fulfilling and value-adding collaborative efforts. Through the ideal of 'A Soulful Corporation', the book proposes a new story where corporations, as associations of individuals, can identify their 'collective spirits' in terms of environmentally-aware, socially-inclusive and financially-rewarding missions. Some of the unique features of the book include:

- A detailed study of the evolution of CSR from the ancient to contemporary times
- Insights gained through empirical research and personal interviews with over 100 industry captains, CEOs, MDs and heads of the CSR function across companies and industries
- Case studies on CSR practices and processes in leading Indian companies including the Tata Group, TVS Motor, HUL, Wipro, L&T, Bharat Petroleum, HDFC Bank, Birla Group, Reliance Industries and others.
- Cases on unique social welfare projects in the areas of education, healthcare and drinking water supply
- A 'Society and Local Community Welfare Framework' and a '12-point Agenda for Affirmative Action' that propose policy recommendations and provide corporations with a roadmap for their CSR journey in the light of the mandatory CSR spending introduced by the Government of India.

The book has relevance to multiple stakeholders: students, academics, CSR researchers, policy-makers, industry captains, business managers and entrepreneurs. Recent economic development and the financial and economic crisis require a change in our approach to business and finance. This book combines theology, economy and philosophy in order to examine in detail the idea that the functioning of a free market economy depends upon sound cultural and ethical foundations. The free market is a cultural achievement, not only an economic phenomenon subject to technical rules of trade and exchange. It is an achievement which lives by and depends upon the values and virtues shared by the majority of those who engage in economic activity. It is these values and virtues that we refer to as culture. Trust, credibility, loyalty, diligence, and entrepreneurship are the values inherent in commercial rules and law. But beyond law, there is also the need for ethical convictions and for global solidarity with developing countries. This book offers new ideas for future sustainable development and responds to an increasing need for a new sense of responsibility for the common good in societal institutions and good leadership.

Annotation Social enterprises are organisations seeking business solutions to social problems. This e-book looks at social enterprises around the world in terms of governance, corporate social responsibility, entrepreneurship, sustainability and in the public sector.

TRUST: The Secret Weapon of Effective Business Leaders taps into a powerful current in American business – the importance of trust in a business's corporate strategy. In today's environment, leaders who add the most value to their companies tend to make decisions based not on short-term financial goals, but on strongly-held values. They develop a reservoir of trust among their key

stakeholders and use it to speak frankly as challenges arise. These leaders are inspired by an adherence to principles that form, for each of them, a platform of rock-solid values they will not violate. TRUST brings into vivid focus the characteristics that make today's leaders successful, and the principles and techniques they use to earn the confidence of employees, colleagues, customers and the public. Using dozens of interviews with top business leaders, as well as real-life anecdotes and situations, CEO and business adviser Kathy Bloomgarden offers practical recommendations that can be applied by anyone, whether a corporate CEO, an executive of a not-for-profit organization, a politician, a division president, or even an ambitious young person at the beginning of his or her career.

Organizing for Sustainable Effectiveness highlights research and practice aimed at understanding how organizations and more inclusive systems of actors develop a continuous, unfaltering focus on sustainability. It will examine how they organize to achieve expanded purposes, the associated changes in purpose and governance, relationships among various stakeholders, boundaries between organizations and other elements of the environment in which they operate, organizational systems and processes, leadership, competencies and capabilities. Thus 'sustainability' is seen as entailing a continuous dynamic adaptive process in people, organizations and systems, striving to be as proactive as possible, moving 'upstream' in improving and developing organizational processes and issues.

Peace through Commerce: Responsible Corporate Citizenship and the Ideals of the United Nations Global Compact contains a foreword, introduction, and twenty-one chapters by major business leaders and scholars who discuss the issues set out by the United Nations Global Compact, launched in 2000. The chapters address the purpose of the corporation; the influence of legal and peace studies; the experience of career NGO officials and of business leaders; how commerce can help promote peace; and how we might envision the future. Ten case studies document the efforts of individual businesses to successfully serve society's interests as well as their own.

This book offers a rethinking of the burgeoning research on not-for-profit organizations and socially responsible economics. Adopting a comparative approach, the chapters explore and reinterpret the impact of social enterprises on the provision of general-interest services, work integration, microfinance, and fair trade, and show how these enterprises form the hub of an emerging economy of social responsibility. The book provides a new interpretation of social enterprises as entrepreneurial organizations that pursue social objectives and are successful due to the non-self-seeking motives of their members. This book will be of interest to postgraduate students, professionals working in the not-for-profit sector, and scholars interested in socially responsible economics. It is particularly suitable for seminars and workshops focusing on the management of not-for-profit organizations, sustainable development, and globalization.

Leadership for Sustainable Futures presents arguments against the prevailing Anglo/US philosophy which puts short-term interest over sustainable development,

values shareholders over other stakeholders, and seeks profits at the expense of the environment and society. In China, we recognise that sustainable development, in economic, social and environmental terms, is vitally important for the future of the country. Chinese leaders are set to adopt the scientific approach to development and commit themselves to build a harmonious society, which promises a more equal distribution of wealth, as well as greater emphasis on the protection of the environment. The very key is to put people first a viewpoint that is argued so cogently in your book *Leadership for Sustainable Futures*. I firmly believe that your book will be invaluable for Chinese enterprises seeking to adopt an approach to doing business which leads to sustainable growth. Dr Qin Xiao, Chairman, China Merchants Group (from foreword of the Chinese translation of the book) A fascinating book with a provocative thesis and numerous case studies of companies. Business Ethics This is a scholarly but readable book that challenges much of what we take for granted about management in the world today. . . Harvard Business School Working Knowledge Papers GL recommends this book to business leaders. We really welcomed Gayle Avery's discussion about how adopting an overall philosophy directs the decisions that companies make, that sustainability isn't a one-off event but a long term approach. Her well-thought out cases provide a valuable insight to alternative solutions such companies find when faced with challenges such as a drop in orders or changing skill demands. The Gallon Environment Letter, Canadian Institute for Business and the Environment For years, many of us have been criticizing the Anglo-American corporate system not only on moral grounds but on practical grounds as well. Gayle Avery moves beyond these criticisms to a detailed examination of precisely why the European systems function better as a business matter as well as a social matter. In so doing, she provides an excellent handbook for business leaders to follow. *Leadership for Sustainable Futures* should become a classic in its field. Lawrence E. Mitchell, The George Washington University Law School, US At a time when business leaders are coming under severe pressure to adopt the Anglo/US ideal of shareholder value, *Leadership for Sustainable Futures* convincingly demonstrates the corporate and social superiority of the approach which adds simultaneous value to shareholders and stakeholders. Although its roots lie in Europe, this leadership approach is practiced worldwide by successful companies that outperform the market over time. Gayle Avery's message is brought to life by practical examples from 28 organizations illustrating different facets of sustainable leadership. This well-researched, coherent book makes timely and essential reading. Martin Hilb, University of St. Gallen, Switzerland Many managers in the English-speaking world are seeking an alternative to the prevailing business model which promotes a short-term, shareholder-value approach. In this accessible and highly topical book, Gayle Avery argues that this Anglo/US approach to capitalism and business is seriously flawed and does not bring the quality of life to individuals and societies that many people seek. But what is the alternative and do business leaders have a different choice? This book demonstrates alternative ways of leading sustainable organizations. It identifies 19 criteria for sustainable leadership practices that can be found in globally successful enterprises such as Allianz, BMW, Munich Reinsurance, Nokia, Novartis, and Porsche. Sustainable principles include promoting ethical behavior, long-term thinking and innovation, and valuing employees and other stakeholders such as the community, the environment and fu

Why, despite two decades of climate policy, have affluent democracies made so little progress in cutting greenhouse gas emissions? We know that there are ways of doing this that are both practical and affordable. It is politics that is the problem. Stringent climate policies may lead companies to redirect investment elsewhere, or lead voters to retaliate at the ballot box. There are many political obstacles to stronger action. What can be done? Based on an analysis of the logic of policy making, plus observation of recent developments in climate politics, this book identifies a broad range of political strategies that are available to governments that wish to take more effective action against climate change while avoiding serious political damage. Separate chapters deal with strategies relating to unilateral action, persuasion, political exchange, and changing the terms of political exchange. This is the first book-length study of political strategy and climate change and will be of interest not only to policymakers but also to experts and activists looking to formulate politically realistic policy proposals, and scholars and students of politics and environmental studies.

The current economic situation has highlighted deficiencies in corporate governance while also showing the importance of stakeholder relations. It has also raised the profile of the debates regarding corporate social responsibility and shown the inter-relationship with governance. And the two together are essential for sustainable business. The social and environmental contexts of business are generally considered to be as significant as the economic and financial contexts and good governance will address all of these aspects. The combination of these aspects offers long term benefits for a firm, such as reducing risk and attracting new investors, shareholders and more equity as well as sustainable performance. Written by experts from all over the world, *A Handbook of Corporate Governance and Social Responsibility* is the most authoritative single-volume guide to the relationship between good governance and social responsibility and the reality of managing both. In addition to the theory and practice of governance and CSR, the book includes case studies from large and small organizations and NGOs to highlight examples of good and bad practice, and to show international and cultural similarities and differences while at the same time furthering the debate regarding the relationship between good governance and social responsibility.

Preface International conferences are not organized overnight—especially not when high ranking personalities from politics, business and academia should be offered an adequate platform for addressing and discussing highly relevant contemporary issues. The conference on “The Role of Law and Ethics in the Globalized Economy,” which took place on May 22 and 23, 2008 in the Bavarian Academy of Sciences and Humanities in Munich, was no exception. When the first preparations started at the end of 2006, neither the subprime crises nor the general crises of the global financial system, whose shock waves have rocked the financial businesses in subsequent months, were known; nor were they predictable or even imaginable. Based on our monitoring of the globalization process and its apparent impact—not only on the economic and technological environment, but also on the social environment—it was appropriate for the conference to begin by serving as a platform for analysing the status quo of the process of globalization, as relevant to politics, business and academia, and for exploring how the interest groups in those domains cope with the challenges of globalization. In the end, however, the purpose of the conference was to produce

proposals for conditions for “upwards” global competition, meaning that minimum conditions should be worked out to enable people to live and labour humanely. Such conditions would be those which should help avoid otherwise inevitable frictions in society, both nationally and internationally.

Get ready to grind! Are you willing to go out there on that field with your face paint and your helmet, up against all adversity? Take it all in this season! Khali Raymond has brought you poetry that'll get you pumped before primetime!

The Role of Business in Global Governance offers an empirically rich analysis of the new political role of corporations in the co-performance of governance functions beyond the state. Within comparative case studies, potential explanations of the political role of transnational corporations are systematically tested.

The food economy is increasingly shaped by such new issues as sustainability, safety and quality standards, consumer health, and industry concentration. Cultural and ethical arguments gain momentum when aligned with issues such as economic welfare and stakeholder interests. The food economy grows ever more global and encompasses more elusive elements like trust, integrity, transparency, corporate social responsibility and creating emotional bonds with customers. The food economy is inextricably interrelated with globalisation, changes in consumer demand for food and energy, the ICT revolution, sustainability issues, and shifts in the relationship between private companies and public regulators. The Food Economy explores a variety of trends and topics from the broad perspective that their evolution is interdependent with all kinds of counter currents and opposite notions: scarcity goes together with abundance, public and private initiatives co-evolve, slow food is connected with fast food, global brands and local products exist simultaneously. The Food Economy devotes chapters to existing and emerging issues and challenges of the expanding food economy. The Food Economy is relevant to academics, students, policymakers and consumers who are interested in recent developments in the food system and their implications for the food policy and research agendas in the years to come.

Globalisation has meant the closer integration of countries and a greater need for collective action. This book, which contains 24 essays from contributors from around the world, provides one of the first systematic treatments of public finance in this new era. It deals with such topics as: increasing aid efficiency; public-private cooperation and competition; and taking the outside world into consideration.

The Sustainable MBA provides the knowledge and tools to help you “green” your job and organization, to turn sustainability talk into action for the benefit of your bottom line and society as a whole. Based on more than 100 interviews with experts in business, international organizations, NGOs and universities from around the world, this first of its kind guide brings together all the pieces of the business and sustainability puzzle including: The basics on what sustainability is, why you should be interested, how to get started, and what a sustainable organization looks like. A wide range of tools, guidelines, techniques and concepts that you can use to implement sustainability practices. Tools and tips on how to “green” your job, including how to sell these ideas to your team, how to make green choices as a consumer and how to organize green meetings. A

survey of the exciting trends in sustainable business happening around the world. A wealth of links to interesting resources for more information. The Sustainable MBA is organized like a business school course – allowing you easy access to the relevant information you need about sustainability and Accounting, Economics, Entrepreneurship, Ethics, Finance, Marketing, Organizational Behaviour, Operations and Strategy. Giselle Weybrecht's commitment to sustainable development goes back to before her university years. Since then she has expanded her reach to local and national government, business, social entrepreneurs, and the international community. She worked for the United Nations World Water Assessment Programme, is a fellow of the UC Berkeley-based Beahrs Environmental Leadership Programme, and holds an MBA from London Business School. She is currently developing new approaches to raise awareness among managers of how they can incorporate sustainability into their businesses and everyday professional lives.

The authors have conducted extensive research into the role of business in public life, and this book develops the themes of that work. It takes a practice-oriented look at corporate citizenship, and uses real, behind the scenes examples from well-known companies to show that for many firms social responsibility is becoming more integrated into corporate strategy.

Stewardship entails a profound understanding and acceptance of the challenges that result from the organization's interdependence with the societal and ecological contexts in which it operates—and of what it takes to embrace the challenges to be a force for building a viable future. This book dares to ask 'why' business leaders should embrace stewardship in the current market where profit reigns supreme. A shift in approach represents fundamental change for the corporate world, and even the most advanced corporations consider themselves to be in the starting block of this transition. The book sets out the practical ways in which corporate stewardship can be achieved through embedding new approaches across the different functions of a business. This book, written by the leading thinkers in sustainability research, provides practical guidance on how companies can resolve the paradoxical challenges they face. How can they be at the same time profitable and responsible, effective and ethical, sustainable and adaptable? It explores what businesses are doing, what they can and should do to effectively respond to external challenges, and focuses on how leaders can create cultures, strategies, and designs far beyond "business as usual". Stewards must not only make proper current use of that which they hold in trust, they also must leave it in better condition for use by future generations. Corporate Stewardship challenges managers, executives, and directors of global corporations to think and act as stewards of both their organizations and the physical and social environments in which they operate.

GlobeScan's Corporate Social Responsibility (CSR) Monitor has been tracking the changing expectations of consumers, shareholders, employees, and opinion leaders annually since 1999. The 2009 survey encompasses 32,000 interviews

across 32 countries. With ten years of accumulated tracking data, GlobeScan's CSR Monitor ... [helps] your organization evaluate its place in the spectrum of contemporary CSR practices.

This book blends theory and practice to support courses in corporate social responsibility (CSR), business and society, and environmental management and sustainability. Based on her extensive work with companies, the author offers engaging readings and teaching cases that address key challenges for business today - measurement, supply chain management, public policy, and stakeholder pressures. Part I focuses on the macro-level and provides an overview of concepts such as the green economy, eco-industrial parks, corporate social responsibility (corporate citizenship), nanotechnology, and sustainable consumption. Part II provides specific frameworks and tools for sustainability management and measurement at the company level. Part III includes detailed teaching cases of several well-known firms. The main theme is that business is a key player in achieving a more sustainable development, yet its practices are often narrow in focus or shortsighted. The text provokes discussions around issues such as: Is business sustainability possible in a market economy focused on increasing consumption? Should a product or service be called "green" when it puts at risk the health and safety of workers? What can U.S. policymakers learn from their European counterparts when it comes to protecting human health and the environment? How can we ensure that the benefits of nanotechnology exceed its risks? How can sustainability indicators be used as a tool to advance sustainability by companies and policymakers? The book provides a flexible, up-to-date supplementary teaching tool for undergraduate and graduate students, executive education courses, and certificate programs. Intended Audience: Primarily undergraduate and graduate students taking courses in environmental management, corporate social responsibility (CSR), sustainability, or business and society; as a supplementary text in professional education and certificate programs in environmental management, corporate citizenship, sustainability, and CSR.

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This volume investigates how much governmental control is needed to reign in corporate and business greed and to make business "socially responsible" in Asia. It also questions whether business entities need to be reigned in by the government itself, or if other social, religious, or economic dynamics shape business entities in Asia. Moreover, it looks at how the Asian third sector influences BSR/CSR activities.

Imagine a world in which the excess energy from one business would be used to heat another. Where buildings need less and less energy around the world, and where "regenerative" commercial buildings – ones that create more energy than they use – are being designed. A world in which environmentally sound products and processes would be more cost-effective than wasteful ones. A world in which corporations such as Costco, Nike, BP, and countless others are forming partnerships with environmental and social justice organizations to ensure better stewardship of the earth and better livelihoods in the developing world. Now, stop

imagining – that world is already emerging. A revolution is underway in today's organizations. As Peter Senge and his co-authors reveal in *The Necessary Revolution*, companies around the world are boldly leading the change from dead-end "business as usual" tactics to transformative strategies that are essential for creating a flourishing, sustainable world. There is a long way to go, but the era of denial has ended. Today's most innovative leaders are recognizing that for the sake of our companies and our world, we must implement revolutionary—not just incremental—changes in the way we live and work. Brimming with inspiring stories from individuals and organizations tackling social and environmental problems around the globe, *THE NECESSARY REVOLUTION* reveals how ordinary people at every level are transforming their businesses and communities. By working collaboratively across boundaries, they are exploring and putting into place unprecedented solutions that move beyond just being "less bad" to creating pathways that will enable us to flourish in an increasingly interdependent world. Among the stories in these pages are the evolution of Sweden's "Green Zone," Alcoa's water use reduction goals, GE's ecoimagination initiative, and Seventh Generation's decision to shift some of their advertising to youth-led social change programs. At its heart, *THE NECESSARY REVOLUTION* contains a wealth of strategies that individuals and organizations can use — specific tools and ways of thinking — to help us build the confidence and competence to respond effectively to the greatest challenge of our time. It is an essential guidebook for all of us who recognize the need to act and work together—now—to create a sustainable world, both for ourselves and for the generations to follow.

The book examines the issue of corporate social responsibility from a public policy perspective, considering the implications of corporations' involvement in global economic governance. This Handbook brings together scholars whose essays discuss significant issues with regard to international organization as a process and international organizations as institutions. Although the focus is on intergovernmental organizations (IGOs), non-governmental organizations (NGOs) are discussed where relevant. The handbook is divided into six parts: Documentation, Data Sets and Sources International Secretariats as Bureaucracies Actors within International Bureaucracies Processes within International Bureaucracies Challenges to International Organizations, and Expanding International Architectures. The state-of-the-art articles are meant to encourage current and future generations of scholars to enjoy working in and further exploiting the field and are also of great interest to practitioners of international organization and global governance

A lot of CSR is out there in the business world, but not a lot of it is effective, strategic, high-impact CSR. By the time you finish reading this book, you'll understand that creating a CSR strategy and a CSR program is only half the job. The other half is creating your CSR story and branding, and publicizing it regularly and widely. Of the effective, strategic CSR that is out there in the business world, very little of it is effectively communicated. With this book you have all the tools you'll need to do all that and more. Now it's your turn. I hope that someday I'll have the opportunity to write about your own successful CSR efforts. Finally, I believe that corporate responsibility, along with being just good business, can also help to provide and repair something that is desperately lacking in our world today: hope. Let us refuse to destroy HOPE. Corporate responsibility builds hope.

The world's agenda of international cooperation has changed. The conventional concerns of foreign affairs, international trade, and development assistance, are increasingly sharing the political center stage with a new set of issues. These include trans-border concerns such as global financial stability and market efficiency, risk of global climate change, bio-diversity conservation, control of resurgent and new communicable diseases, food safety, cyber crime and e-commerce, control of drug trafficking, and international terrorism and weapons of mass destruction. Globalization and increasing porosity of national borders have been key driving

forces that have led to growing interdependence and interlocking of the public domains--and therefore, public policy concerns--of countries, governments, private businesses, civil society, and people at large. Thus, new and different issues are now occupying top places on national policy agendas, and consequently, on the agendas of international negotiating forums. The policy approaches to global challenges are also changing. A proliferation and diversification of international cooperation efforts include focus on financing arrangements. Financing of international cooperation in most instances is a haphazard and non-transparent process and often seems to run parallel to international negotiations. There are many unfunded mandates and many non-mandatory funds. To agree on and to achieve international economic goals, we need to understand how financing of international cooperation efforts actually works. Our understanding is hampered by two gaps: 1) lack of an integrated and cohesive theoretical framework; 2) lack of consolidated empirical and operational knowledge in the form of a comprehensive inventory of past, current and possible future (i.e. currently deliberated) financing mechanisms. This book reduces these two gaps and provides a guide to improve our ability to finance international cooperation.

'Social Entrepreneurship' is a term that has come to be applied to the activities of grass-roots activists, NGOs, policy makers, international institutions, and corporations, amongst others, which address a range of social issues in innovative and creative ways. Themed around the emerging agendas for developing new, sustainable models of social sector excellence and systemic impact, Social Entrepreneurship offers, for the first time, a wide-ranging, internationally-focused selection of cutting-edge work from leading academics, policy makers, and practitioners. Together they seek to clarify some of the ambiguity around this term, describe a range of social entrepreneurship projects, and establish a clear set of frameworks with which to understand it. Included in the volume are contributions from Muhammad Yunus, winner of the 2006 Nobel Peace Prize and the father of microfinance, Geoff Mulgan, former head of the British prime minister's policy unit, and Bill Drayton, founder of the Ashoka network of social entrepreneurs. Jeff Skoll, founder of the Skoll Foundation, and first president of eBay, provides a preface. Alex Nicholls provides a substantial new preface to this paperback edition, reflecting on the latest developments in the study and practice of social entrepreneurship.

Praise for *The IABC Handbook of Organizational Communication* "Looking to expand your professional abilities? Learn new skills? Or hone your area of expertise? This book delivers an amazing and practical study of our profession—and a guidebook for strategic communication best practices. The Handbook explores the many aspects of our profession with expert insights of the best of the best in communication."—John Deveney, ABC, APR, president, Deveney Communication "Chalk up a win for Team IABC. Editor Tamara Gillis has assembled a winning lineup of the best communicators to compile this useful, readable Handbook. Not another how-to-do-it tactical manual, this volume draws from theory and global best practices to explain the strategic reasons behind modern communication. A must-read for anyone interested in understanding the communication profession and a useful desktop companion to the professional communicator's dictionary and style guide."—William Briggs, IABC Fellow and director, School of Journalism and Mass Communications, San Jose State University "It is a real pleasure to read this latest version. It presents a sound, research-based foundation on communication—its importance to organizations, why the function must be strategic, and what it takes to get it right."—John G. Clemons, ABC, APR, corporate director of community relations, Raytheon "All myths about organizational communicators being brainwashed, biased corporate journalists are out the window. This stellar compendium from dozens of authors, researchers, and editors of high professional stature is timely and forward-thinking. Communication students particularly will benefit from understanding the complex disciplines that intertwine and drive effective organizational communication."—Barbara W. Puffer, ABC, president, Puffer Public Relations Strategies, and associate professor and course chair, Communications Studies and

Professional Writing, University of Maryland University College

Multinationals can impact significantly on the quality of social relations within their communities, partly through corporate citizenship projects. This book analyzes the nature and effectiveness of these projects, using theoretical and empirical insights of recent literature. It demonstrates how MNCs can build communities in developing countries.

'Some of the most experienced and thoughtful research experts in the world have contributed to this comprehensive Handbook, which should have a place on every serious survey researcher's bookshelf' - Sir Robert Worcester, Founder of MORI and President of WAPOR '82-'84. 'This is the book I have been waiting for.

It not only reflects the state of the art, but will most likely also shape public opinion on public opinion research' - Olof Petersson, Professor of political science, SNS, Stockholm, Sweden 'The Handbook of Public Opinion Research is very authoritative, well organized, and sensitive to key issues in opinion research around the world. It will be my first choice as a general reference book for orienting users and training producers of opinion polls in Southeast Asia' - Mahar K. Mangahas, Ph.D., President of Social Weather Stations, Philippines (www.sws.org.ph)

'This is the most comprehensive book on public opinion research to date' - Robert Ting-Yiu Chung, Secretary-Treasurer, World Association for Public Opinion Research (WAPOR); Director of Public Opinion Programme, The University of Hong Kong Public opinion theory and research are becoming increasingly significant in modern societies as people's attitudes and behaviours become ever more volatile and opinion poll data becomes ever more readily available. This major new Handbook is the first to bring together into one volume the whole field of public opinion theory, research methodology, and the political and social embeddedness of polls in modern societies. It

comprehensively maps out the state-of-the-art in contemporary scholarship on these topics. With over fifty chapters written by distinguished international researchers, both academic and from the commercial sector, this Handbook is designed to: - give the reader an overview of the most important concepts included in and surrounding the term 'public opinion' and its application in modern social research - present the basic empirical concepts for assessing public opinion and opinion changes in society - provide an overview of the social, political and legal status of public opinion research, how it is perceived by the public and by journalists, and how it is used by governments - offer a review of the role and use of surveys for selected special fields of application, ranging from their use in legal cases to the use of polls in marketing and campaigns. The Handbook of Public Opinion Research provides an indispensable resource for both practitioners and students alike.

The business case for operating along sustainable principles is becoming very clear. Sustainable organizations outperform their peers on many criteria, including corporate social responsibility, employee satisfaction and – surprising for some – even financially. Sustainable Leadership: Honeybee and Locust Approaches presents an evidence-based view of how 23 leadership practices

facilitate outcomes that go beyond what is commonly referred to as the triple bottom line – environmental sustainability, corporate social responsibility and financial success. The book centers on a powerful metaphor of honeybee and locust behaviors, which illustrate two leadership philosophies with very different outcomes for a business and its viability. Gathering evidence from scholars combined with observations from successful firms around the world, the book presents a bundle of principles, behaviors and beliefs that forms a sustainable leadership system. This engaging, insightful book offers a set of principles that can be adapted in many ways to underpin sustainable leadership in different situations. It provides evidence and a rationale for building a business case to change towards more sustainable practices.

"Just Good Business" shows leaders and managers how to develop a unifying strategy for guiding their corporate social responsibility (CSR)--and why it's critical to embed CSR initiatives into larger corporate strategy.

For more than a century management education has fostered the development of leaders of many of the world's industrial successes with their immense creation of output that we now see as unsustainable. If we wish to avoid a time of tumultuous environmental crises in the global ecosystem management education must move more to being part of the solution, rather than of the problem. The task of transforming management education to contribute to the challenge of moving to global sustainability is upon us. Management Education for Global Sustainability provides a diverse and extensive set of perspectives on how management education can be transformed to be a significant part of the solution to the sustainability problem that business and other sectors of our world must grapple with. The spectrum of current integration of managing for sustainability into business school curricula is provided. A review of the current status sustainability oriented business degree options is completed. Approaches from around the world including China are offered. Management Education approaches through systems thinking, art, and stakeholder's theory are parsed. Specific examples of notable programs are covered, sustainable entrepreneurship for instance. A series of reports on program and institutional level initiatives that have been very successful are described. A new MBA program with a major in sustainability, integrating ocean science courses, is considered. Programs with action learning projects and industry concentrations as core elements will be analyzed. The sense of deeper purpose vibrancy and developing authentic relationships in management education for global sustainability is robust throughout this volume.

The second edition of this well-established text is student- focused with an international approach to corporate governance. Well written and easy to engage with, a sound theoretical base is built upon to encompass the latest developments in corporate governance. The increasingly topical areas of globalization and emerging markets are tackled and changes in corporate governance codes in the UK and internationally are accounted for. The new

edition features an expanded section on International Governance, with sections on governance issues in Continental Europe, Eastern Europe, Southeast Asia and India, South Africa, and Brazil. These are placed in context in the concluding chapter, which discusses Corporate Governance internationally and why international issues are important to the student. Suitable for both undergraduate and postgraduate students studying a module in Corporate Governance, the book stimulates student interest by drawing from a range of empirical, practitioner and academic research. The text contains excellent pedagogical features including topical case studies, thought provoking questions and exercises, useful chapter summaries and introductions and helpful web links to an Online Resource Centre that features a wealth of resources and pedagogy. This is the only European textbook in the field of corporate governance and so it is the key text for all students of the subject. Online Resource Centre For Students: crosswords created from the key glossary terms, fill in the gaps questions, articles and links. For lecturers: PowerPoint slides.

Corporate Social Responsibility Monitor

'This fifth Global Civil Society Yearbook continues the intellectual shaping of an emerging global civil society. As the Global Call for Action on Poverty, G-Cap, makes its voice heard under the whiteband symbol, this analysis of current issues of migration, climate change and UN reform, with a focus on gender and social movements, provides a timely intellectual resource to strengthen shared commitments' - Mary Robinson 'These annual volumes have themselves become an occasion for enacting global civil society: each Yearbook is a project that involves hundreds of people around the world in various ways... and they often fight it out around divergent understandings of critical issues. This volume enters the extreme zones we face today - the growing injustices which increasingly are only addressed by global civil society actors, but also the powerful innovations brought about by new technologies that can construct whole new global spaces for global civil society' - Saskia Sassen 'It is increasingly difficult to recall memorable analyses of international social movements before GCS. But after half a decade each annual issue is not only a magnum opus but is also definitive, distinctive & comparative. The study of global civil society can never be the same!' - Timothy M Shaw, Professor of Commonwealth Governance & Development & Director, Institute of Commonwealth Studies, School of Advanced Study, University of London The annual Global Civil Society Yearbooks provide an indispensable guide to global civil society or civic participation and action around the world. Each yearbook includes commissioned contributions from leading commentators across the social sciences on the latest issues and developments. Each yearbook also explores and presents the latest approaches to measuring and analyzing global civil society and provides a chronology of key global civil society events in the year. The 2005/6 Yearbook explores the role of gender in global civil society and investigates the core issues of labour migration, climate change and UN reform. In part three, contributions

consider the impact of social forums and wireless technology, as well as reviewing the discussion of networks from the 2004/5 Yearbook. Illustrated throughout with summaries, maps, figures, tables and photographs and encompassing regular features such as updates on previous editions and the annual data reports, the Global Civil Society Yearbook remains the standard work on all aspects of contemporary global civil society for activists, practitioners, students and academics alike. It is essential reading for anyone seeking a deeper understanding of the key actors, forms and manifestations of global civil society around the world today.

Increasing media scrutiny, global coverage and communication via the internet means corporate reputation can be damaged quickly, and failing to successfully address challenges to corporate reputation has consequences. Companies generally suffer almost ten times the financial loss from damaged reputations than from whatever fines may be imposed. According to Ernst & Young, the investment community believes up to 50 per cent of a company's value is intangible - based mostly on corporate reputation. So recognizing potential threats, or anticipating risks, emerges as a critical organizational competence. Organizations can regain lost reputations, but recovery takes a long time. Corporate Reputation contains both academic content along with practical contributions, developed by those serving as consultants or working in organizations in the area of corporate reputation and its management or recovery. It covers: why corporate reputation matters, the increase in reputation loss, threats to corporate reputation, monitoring reputation threats online and offline, the key role of leadership in reputation recovery, and making corporate reputation immune from threats. Any book that is going to do justice to a subject that is so complex and intangible needs imagination, depth and range, and this is exactly what the contributors bring with them.

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