Raising The Bar Creating Value With The Un Global Compact

Two-thirds of today's teens are interested in having a meaningful relationship with God, yet less than one-third of them are active in a local church. These statistics indicate that it is time to change how the church does youth ministry, and this compelling book provides an impassioned plea for the church to set higher standards for ministry to teens and their families.

This book, produced by a unique team of business experts and UN agencies, is designed to fill a critical void-between the support of more than 1,000 organisations for the globally recognised Principles of the United Nations Global Compact and the need for this support to be translated into the day-to-day running of business to create value and improve performance. The ten Global Compact Principles cover human rights, labour standards, environmental responsibility and anti-corruption. But what does it mean to implement the Compact and its principles? How can the broad brush strokes of the Principles form the basis of management change? And how should companies establish benchmarks and performance indicators for implementation? For many companies, the journey is just starting. How can they ensure that they align with the Global Compact in ways that continue to reward their other business objectives? How should they embrace and capitalise on the Global Compact's potential for bringing together business, the public sector, trade unions and civil society in new partnerships? The aim of this book is to answer these questions by providing a performance model clearly grounded on the total quality management approach to assist businesses in putting the Global Compact into practice. Raising the Bar collects together and categorises a wealth of corporate responsibility tools, good practice and case studies in a structure familiar to anyone aware of business excellence models and demonstrates that values create value-leadership commitment to the Global Compact can impact both the boardroom and the shop floor, public image and balance sheet. Full of graphics and designed with accessibility in mind, the book will be a goldmine for managers looking for inspiration on how their businesses can be good corporate citizens and real proof that good business is also good for the bottom line.

Armstrong's Handbook of Human Resource Management Practice is the bestselling and definitive resource for HRM students and professionals, which helps readers to understand and implement HR in relation to the needs of the business. It covers in-depth all of the areas essential to the HR function such as employment law, employee relations, learning and development, performance management and reward, as well as the HR skills needed to ensure professional success, including leadership, managing conflict, interviewing and using statistics. Illustrated throughout in full colour and with a range of pedagogical features to consolidate learning (e.g. source review boxes, key learning points, summaries and case studies from international organizations such as IBM, HSBC and Johnson and Johnson), this fully updated 15th edition includes new chapters on the HRM role of line managers, evidence-based HRM, e-HRM and the gender pay gap, further case studies and updated content covering the latest research and developments. Armstrong's Handbook of Human Resource Management Practice is aligned with the Chartered Institute of Personnel and Development (CIPD) profession map and standards and is suited to both professionals and students of both undergraduate degrees and the CIPD's level 5 and 7 professional qualifications. Online supporting resources include comprehensive handbooks for lecturers and students, lecture slides, all figures and tables, toolkits, and a literature review, glossary and bibliography.

The many recent high profile corporate scandals highlight the need for companies to do a better job of integrating ethics and responsibility into business decisions - and for business schools to integrate ethics awareness and training into their curricula. This volume sets the agenda for business ethics and corporate responsibility in the future. It brings together ideas, challenges, and proposed solutions for thinking about - and implementing - effective ethics programs in business schools and business organizations. Edited by two highly regarded business educators, and featuring contributions by leading scholars and administrators, Business Ethics: New Challenges for Business Schools and Corporate Leaders covers all dimensions of ethical decision making - individual, organizational, and societal. The thirteen original chapters offer new and emerging perspectives for creating ethical business leadership and developing organizational ethics initiatives.

Gerald D. Hines stands at the top of the international real estate investment and development world. A Purdue graduate with a degree in engineering, Hines may have arrived in Houston in 1948 for a nine-to-five job at a heating and air conditioning company, but before long he was making the deals that would transform Houston's skyline. Later, with his revolutionary idea that great architecture was good business, he was reshaping the skylines of the world. Today, Hines is a respected global organization with a presence in 20 countries that has developed, redeveloped or acquired more than 1,100 properties. Raising the Bar: The Life and Work of Gerald D. Hines tracks one man's incredible rise, from building small office/warehouses to manifesting Houston icons like The Galleria, One Shell Plaza, and Pennzoil Place to cultivating the national and then global expansion of his company. It paints the portrait of a man who himself is a study in contradictions: a child of the Depression and a citizen of the world; an engineer who still carries the slide rule that has guided his career yet commissions daring feats of art and architecture; a reserved and humble man in a field known for being brash and aggressive who takes on physical challenges with wild abandon. With enlivening anecdotes and revealing characterizations, Raising the Bar reveals the man behind the premier real estate company in the world like never before.

If competition in business benefits customers, can the ultimate pricing - the zero price - benefit the seller and the buyer? The Mind Share Market explores aiming for adoption and revenue, how to monetize free products and their role in society. Three models enable these strategies. Tying relies on selling two indissociable offerings. Freemium makes a

product or service available at no cost while others are monetized. Two-sided markets, or multi-sided markets, create a platform of interaction between distinct and complementary users. Pujol presents methods to monetize free products and the challenges in making this work commercially. Through the domains of open source, education and technology, Mind Share Markets play a central role in business and in life. In economics, they turn classic marketing based on messaging into productive marketing based on value sharing. There, mindshare becomes a currency. In life, they reduce scarcity by making the essential available and affordable to all, enabling everyone the same access, no matter their financial wealth.***"Pujol unearths the secret sauce fueling today's dot com darlings and shows how these business models can be applied to virtually any industry" -- Apruva Pratap, vice president of Global Strategy, InterContinental Hotels Group"For anyone new to free versus paid business strategies, not reading this book would be like jumping out of an airplane without a parachute" -- Marc Fleury, founder of JBoss and OpenRemote"Pujol presents a radical way of looking at pre-sales: Marketing is fragile unless it is productive. Marketers can gain robustness by simply adding value - before anything is sold, to their message" -- Marten Mickos, CEO of Eucalyptus Systems and former CEO of MySQL"A masterful work turning a practitioner's experience into actionable business logic, and just great story telling" -- Marshall Van Alstyne, professor at Boston University & researcher at MIT"I have long been a believer that "Free is a great way to get paid." Pujol demonstrates exactly how this works in The Mind Share Market."-- Fred Wilson, venture capitalist at Union Square Ventures"Hitting on the topic from strategic to practical, The Mind Share Market belongs on the desk of all Web entrepreneurs and online marketing professionals."-- Sam Niccolls, lead online marketing strategist at Foundry Interactive"The Mind Share Market is a blueprint for entrepreneurs to build, serve and monetize business communities, a place where both free users and paying customers are kings." -- Patrik Backman, CEO, Open Ocean Capital"Insightful and captivating - a Must Read for anyone launching or managing free and paid products."-- Mark Burton, Chairman of the Board at Zend Technologies, Board Member at Infobright, Mulesoft and Jaspersoft"My company makes money using the Freemium model. I can directly relate to the ideas that Pujol presents in The Mind Share Market and see immediate opportunities to improve our business."-- Rohit Nadhani, founder and CEO, Webyog"We are in the middle of a Strategic Inflection Point that is profoundly changing how products are priced and sold. The Mind Share Market will help you understand all aspects of this SIP so you can craft a strategy to compete effectively in the brave new world that is unfolding as you read these words. " -- John Doggett, senior lecturer at the McCombs School of Business"Pujol has put together a framework for the new economy which is both engaging and educational. It's the first publication I've encountered that both shares the stories of, and explains the science behind, what's becoming the founding principle of so many new enterprises."-- James Farmer, founder and CEO, Edublogs

With the advent of globalization - where corporate organizations and the commercial relations that accompany them are argued to be becoming increasingly transnational - the locus of powers, authorities, and responsibilities has shifted to the global level. The nation-state arena is losing its capacity to regulate and control commercial processes and practices as a transformational logic kicks-in, associated with new forms of global rule-making and governance. It is this new arena of global rule-making that can be considered as a surrogate form of global constitutionalization, or 'quasi-constitutionalization'. But as might be expected, this surrogate process of constitutionalization is not a coherent system or set of rounded outcomes but full of contradictory half-finished currents and projects: an 'assemblage' of many disparate advances and often directionless moves - almost an accidental coming together of elements. It is this assemblage that is to be investigated and unbundled by the analysis of the book. The book discusses governance, law, and constitutional matters in the context of international corporate constitutional governance. It examines how and why the business world, commercial relations, and company activities have increasingly become subject to legal and constitutional forms of regulation and governance at the international level. It analyses how we should characterize the process that has seen the international corporate arena increasingly subject to juridical and constitutional-like regulatory initiatives and interventions and whether this amounts to a new attempt to subject international commercial relations to the 'rule of law' and, indeed, to rule the world through these very means.

A review of the first ten years of the world's largest voluntary corporate responsibility initiative.

With more than 70 percent of its population living in cities, Latin America and the Caribbean (LAC) is among the most urbanized regions in the world. Yet, although its cities are, on average, more productive than those elsewhere in the world, their productivity lags that of North American and Western European cities. Closing this gap provides LAC with the opportunity to raise living standards and join the ranks of the world's richest countries. Raising the Bar: Cities and Productivity in Latin America and the Caribbean is about the productivity of cities in LAC and the factors that help to explain its determination. Based on original empirical research, the report documents the high levels of population density and other features of LAC cities that mark them out from those in the rest of the world. The report also studies the role of three key factors †" urban form, skills, and access to markets †" in determining the productivity of LAC cities. It shows that while excessive congestion forces and inadequate metropolitan coordination seem to be stifling the benefits of agglomeration, LAC cities benefit from strong human capital externalities. It also finds that, within individual LAC countries, cities are poorly integrated with one another, which contributes to large differences in performance across cities and undermines their aggregate contribution to productivity at the national level.

It may seem a strange notion to give the private sector a role in conflict prevention or resolution, but multinational corporations (MNCs) do have some characteristics that make them good partners in a well-designed strategy for peace and stability. By focusing on their core competencies, their presence in a conflict region can help to provide prosperity for rebuilding society and its institutions, and improved respect for human rights. This book is not a song of praise for MNCs in general. There is a litany of examples of companies that feel no shame in profiting from conflicts by trading weapons or illegal resources, that prolong war by supporting one or other of the parties, or that are only in a war-torn country because the lawlessness suits them well. Even companies that refrain from such criminal activities cannot be envisaged as potential peace-builders if they profit unscrupulously from cheap labour or cheap subcontractors. Instead, this

book is about corporations that are disposed to ethical, responsible entrepreneurship: companies that balance their desire for profit with compliance with international business and human rights standards and with a genuine investment in local workers, environmental protection, social development and stability. Worldwide about 60,000 MNCs work in over 70 conflict regions. They operate in regions where social unrest is harshly repressed, where outright fighting takes place, or where civil war has recently ended. Whatever the attitude of multinationals and whatever their area of business, they influence conflicts or are themselves influenced by conflicts. Even if they do not directly invest in or trade with a conflict region, they always risk being associated with those conflicts. The Profit of Peace examines how multinationals can use their core business competencies to promote peace and stability in conflict regions and what role – if any – business has in diplomacy. To investigate these questions the authors interviewed CEOs and high-level managers of multinationals working in 'challenging' countries such as Afghanistan, Burma and Rwanda. The interviewees provided extraordinarily candid views on both the practical and ethical issues that occur when operating under extremely volatile circumstances. The lessons learned by these managers make the book invaluable for any manager working for a large company in a region of unrest. Two vital elements emerged. Firstly, the ability to manage cultural differences is a key factor for success. Without a keen sense of the differences in management styles, in perceptions of ethics and morality, and in the values behind political opinions, every peace effort is doomed to fail. Secondly, ethically correct decisions do not necessarily lead to ethically correct results. It was not the objective of the authors to judge which of the parties in conflict regions are right or wrong. Rather, they wanted to find out what kind of attitude at the end of the day contributes most effectively to conflict prevention or stabilisation of a region. In other words, in this book corporate responsibility is measured by the results and not by the intentions. All of the CEOs interviewed for this book were well aware of the fact that their companies operating in conflict regions would always influence the conflict one way or another. This awareness in itself is quite extraordinary, and it shows that the indifferent comment "business is business" by and large belongs to a past era. Also extraordinary was that the managers allowed such a frank look into their sanctuary, since this candour makes them all the more vulnerable to criticism. Through the information from the interviewees and from other managers who have experience in conflict regions, the book outlines the ingredients for an approach that can best lead to a solution of conflicts and to greater stability. It will only be in the long run that we will be able to establish how successful the new profession of 'business diplomat' can be, but in the meantime the daily practices of MNCs show that they can work on 'the profit of peace'. This book is based on investigative journalism and contains many examples of best practices worldwide. It will be essential reading for practitioners, policy-makers and students involved with corporate social responsibility, peace studies, development studies and stakeholder management.

The founder of Clif Bar Inc. explains how he turned his homemade energy bar into a $100 million business without losing any of his joy for life or business--all the while focusing on the relationship between business and community.

Sustainability cannot be achieved without good governance. The Johannesburg World Summit on Sustainable Development in 2002 stated that governance and sustainable development are intimately tied together and the future role and architecture of institutions, from local to international levels, will be crucial determinants to whether future policies and programmes for sustainable development will succeed. But these are changing times. With growing tensions over both globalization and regionalization, traditional systems of regulation are being subjected to growing pressure for reform. While states will continue to play a significant, if changed, role in the future, the importance of players from business and civil society is increasing. Sustainable development requires this change. Such an intra- and intergenerational concept cannot be achieved with a top-down approach, but rather needs the participation of all. In fact, the governance of sustainable development requires the exploration of new forms of both social co-operation and confrontation. By doing so, the different levels (global and local), players (state, company and civil society), control structures (hierarchy, market and public-private) and fields of action need to be taken into consideration.Governance and Sustainability examines the possibilities of integrating the environmental, social and economic dimensions of sustainable development within the framework of governance processes and how that might steer societies towards sustainability. It takes a close look at the key actors, their agendas and methods, forms of organization, problems and limits, as well as real-life examples for governance in different areas of society at the regional, national and international level. It is especially interested in exploring the nature of changes in the context of governance; the role of actors in such processes; and analysing how different forms of societal learning can improve governance processes. It concludes that this is a continuous process, characterized by conflicts and learning processes necessary to heighten both awareness of the complexity of the social and environmental problems faced and the prospects of implementing successful solutions. Based on a major conference hosted to assess the issue of governance post-Johannesburg, the book includes innovative insights from some of the leading thinkers in both sustainable development and governance from academia, business, multilateral organizations and NGOs. It provides a unique perspective on two of the key societal problems facing the world today.

The five volumes of this ultimate resource recognize the inherent unity between business ethics and business and society, that stems from their shared primary concern with value in commerce. This Encyclopedia spans the relationships among business, ethics, and society by including more than 800 entries that feature broad coverage of corporate social responsibility, the obligation of companies to various stakeholder groups, the contribution of business to society and culture, and the relationship between organizations and the quality of the environment.

This book harvests tried and tested management models - models that have demonstrated added value in everyday organisational practice – in an accessible and readable volume. Each contribution is structured around one central figure while describing concisely the nature, the use, actual experiences and some do's and don'ts of CSR. The book is written for a managerial and consultants audience, people that have to deal with CSR in everyday practice.

The chief communication officer at a Fortune 500 multinational corporation today faces the challenges of a rapidly changing global economy, a revolution in communications channels fueled by the Internet, and a substantially transformed understanding of what a 21st-century corporation stands for. This book provides an accessible framework for describing these forces and the specific communication challenges that they have thrown at the global corporation. The text reviews the evolution of society's response to the development of the modern company and the corporate communication practices that grew up in response to it, as well as examining the impact of globalization, Web 2.0 and the networked enterprise on current corporate relationships with key stakeholders such as customers, employees, shareholders, communities and regulators. In examining these forces and how they are interwoven, the authors offer insights and

strategies for deploying effective communication as a strategic business asset in today's global economy. Designed for the advanced student of corporate communication, the book contains updated guidelines for the management of investor relations, community relations and other corporate relationships in the age of social media. Specific recommendations for how to organize and execute effective communication for the contemporary practioner working in the communication field are also provided. "Goodman and Hirsch's book is essential reading for corporate communications executives. Insightful and practical, it will help them become better counselors to their CEOs, better partners with their C-suite colleagues, and better leaders of their own organizations." Dick Martin, Executive Vice President, AT&T (retired); Author, Secrets of the Marketing Masters "In situating corporate communication issues and practices within the context of globalization, rapid technological change, and the networked organization, Goodman and Hirsch offer readers a compelling and necessary discussion of the forces influencing corporate communication, and they utilize a host of contemporary examples to do so. This book is a must read for researchers and practitioners interested in business, corporate communication, corporate social responsibility (CSR), and environment society governance (ESG) on the global stage. Goodman and Hirsch encourage us all to think carefully about what effective corporate communication should look like in the 21st century." Stacey L. Connaughton, Associate Professor, Department of Communication, Purdue University "In today's global environment, there is no function within a major corporation more important than what is commonly called corporate communication. This new book, Corporate Communication: Strategic Adaptation for Global Practice, written by Goodman and Hirsch, supports that conclusion with comprehensive and convincing evidence. Large companies cannot succeed today without successfully managing relationships with their key constituencies in the context of what is desired by those constituencies. Previously, only the CEO him or herself has been in a position to view all of those audiences with a balanced view of what is ethical and correct behavior. The fully developed corporate communication function of today has evolved to work side by side with the CEO and Boards of Directors. The function not only influences what and how a company speaks, but also how it acts. The Goodman/Hirsch book makes that case more strongly than any text written in the past. It should be must reading for not only the professional communicator but for all CEOs and Boards of Directors to see the unique and priceless value the corporate communication function can bring to the corporate table today." James E. Murphy, Retired Chief Marketing and Communications Officer of Accenture; Chairman & CEO of Murphy & Co. "Goodman and Hirsch capture not only the theory and organization of corporate communication, but its true heart and soul, even as they show you how to ground this practice in a wholly changed and changing world." Raymond C. Jordan, Corporate Vice President Public Affairs & Corporate Communications, Johnson & Johnson

World leaders have given the reduction of global poverty top priority. And yet it persists. Indeed, in many countries whose governments lack either the desire or the ability to act, poverty has worsened. This book, a joint venture of a Harvard professor and an economist with the International Finance Corporation, argues that the solution lies in the creation of a new institution, the World Development Corporation (WDC), a partnership of multinational corporations (MNCs), international development agencies, and nongovernmental organizations (NGOs). In A Corporate Solution to Global Poverty, George Lodge and Craig Wilson assert that MNCs have the critical combination of capabilities required to build investment, grow economies, and create jobs in poor countries, and thus to reduce poverty. Furthermore, they can do so profitably and thus sustainably. But they lack legitimacy and risk can be high, and so a collective approach is better than one in which an individual company proceeds alone. Thus a UN-sponsored WDC, owned and managed by a dozen or so MNCs with NGO support, will make a marked difference. At a time when big business has been demonized for destroying the environment, enjoying one-sided benefits from globalization, and deceiving investors, the book argues, MNCs have much to gain from becoming more effective in reducing global poverty. This is not a call for philanthropy. Lodge and Wilson believe that corporate support for the World Development Corporation will benefit not only the world's poor but also company shareholders as a result of improved MNC legitimacy and stronger markets and profitability.

Raising the BarCreating Value with the UN Global CompactRoutledge

For nearly thirty-five years, the international legal community has relied on one ambitious yet humble volume as a starting point for legal questions. This classic red volume is a one-of-a-kind reference tool that brings together both terminology and pertinent descriptive information on international law. This book will also be available online as an e-reference on the Oxford University Press Digital Reference Shelf. Now in its third edition, The Parry and Grant Encyclopaedic Dictionary of International Law is completely updated and expanded to include increased coverage in growing areas of international law including diplomatic law, criminal law, human rights, and more. Over 2,500 entries (over a 20% increase in content from the previous edition) provides the reader with copious references for further research including cases, treaties, journal articles, and websites. Its alphabetically arranged entries allow the reader to form a deeper understanding than a mere definition could supply and offer concise but substantial information on such essentials of international law as: Legal terms as used in international law Significant doctrines Prominent cases, decisions and arbitration Important incidents Judicial and literary figures Treaties and conventions Organizations and institutions Acronyms

This book offers readers a comprehensive and in-depth legal analysis of corporate social responsibility (CSR) by examining the theoretical foundations of corporate governance and its legal mechanism in the United States and South Korea. Moreover, it proposes legislative blueprint for establishing the legal frameworks that might serve to legitimize and effectively implement CSR in general. Reflecting the zeitgeist of improved corporate accountability and transparency, the ongoing movement to enhance CSR has permeated entire sectors of society the world over. Despite the apparent ubiquity of CSR, the corporate laws of many countries remain relatively silent on the issue, omitting to include any explicit provision governing the concept. Partly in response to this lack of legislation, Korean corporate scholars, for example, have attempted to introduce American legal theories, systems and laws on CSR into Korea. Yet traditional Korean jurisprudence provides no defining foundation for CSR; indeed, the prevailing view in jurisprudence and scholarship passively resists instituting corporate responsibility into the law. In response to this jurisprudential and academic shortcoming, and as an example for other countries, this book provides a comprehensive guide to the relevant legislation and theory on CSR in Korean corporate law by employing a comparative study of the relevant American theories and laws. Proceeding from this analysis, the book then puts forward a legislative blueprint for establishing a foundation to legitimize and effectively implement CSR.

This book is about championing a move away from simply evaluating physical assets to understanding and evaluating the intangible value of an entity. It means moving beyond economic theory to reprioritise and change the organisation so that further value can be created via processes, systems, measures, skills, knowledge and strategy. It is also about mapping the intangible value chain. The book looks at value networks and, using real-life projects asks questions such as: What do company value networks look like How are they used to create value How can one 'value' the value chain What lessons can be learnt from companies with high value networks as opposed to companies with low value networks What is the impact on finance disciplines, processes, measures, systems and skills. These answers to these questions as provided by the case studies and interviews with CFOs from the companies involved will help to improve focus, improve shareholder value, improve transparency – both internally and externally – cut waste in the current decision support structure and prevent inadequate decision making and lost opportunity.

This book features sixteen chapters written by distinguished scholars who collectively point to a roadmap for advancing business ethics education at a critical juncture in the history of corporate America. The editors frame the book with an introductory chapter that details a gold standard for delivering ethics in the business school curriculum that signals to students that ethics matters, provides an adequate counterbalance to the amoral subtext that dominates much of business education, remedies assessment problems associated with current accrediting standards, and prepares students for newly minted and fast-growing careers in ethics compliance, risk management, and corporate social responsibility. The chapters that follow lay out some challenges and opportunities that administrators and educators need to address in order to improve business ethics education and business school reputations in a post-Enron climate. Both traditional and experimental perspectives on delivering ethics in the curriculum are covered in conjunction with research that substantiates the potential for improving student ethics competencies after exposure to ethics coursework. Methods for incorporating ethics in various subjects, including accounting, corporate governance, environmentalism, global business, managerial decision making, and human resource management are also given as part of the roadmap for advancing business ethics education.

In April of 2000, Gary Erickson turned down a $120 million offer to buy his thriving company. Today, instead of taking it easy for the rest of his life and enjoying a luxurious retirement, he's working harder than ever. Why would any sane person pass up the financial opportunity of a lifetime? Raising the Bar tells the amazing story of Clif Bar's Gary Erickson and shows that some things are more important than money. Gary Erickson and coauthor Lois Lorentzen tell the unusual and inspiring story about following your passion, the freedom to create, sustaining a business over the long haul, and living responsibly in your community and on the earth. Raising the Bar chronicles Clif Bar's ascent from a homemade energy bar to a $100 million phenomenon with an estimated 35 million consumers, and a company hailed by Inc. magazine as one of the fastest-growing private companies in the U.S. four years in a row. The book is filled with compelling personal stories from Erickson's life-trekking in the Himalayan mountains, riding his bicycle over roadless European mountain passes, climbing in the Sierra Nevada range--as inspiration for his philosophy of business. Throughout the book, Erickson--a competitive cyclist, jazz musician, world traveler, mountain climber, wilderness guide, and entrepreneur--convinces us that sustaining one's employees, community, and environment is good business. If you are a manager, executive, business owner, or board member, Raising the Bar is your personal guide to corporate integrity. If you are a sports enthusiast, environmentalist, adventure lover, intrigued by a unique corporate culture, or just interested in a good story, Raising the Bar is for you.

Since the general acceptance of the field of corporate social responsibility worldwide, corporate entities and those who act for them either as executives or "ordinary" employees are expected to be socially responsible. Being socially responsible has a number of quantifiable and unquantifiable benefits for the entity and its stakeholders. It improves the entity's bottom line results, protects jobs, and is also better for the environment. As such, it makes good sense for professionals and those that they interact with as colleagues, suppliers of goods and services, lenders etc to want to take the issue of CSR seriously. This perhaps explains why this book has chosen to explore how 19 professions across the world have integrated and continue to impress upon their staff the importance of CSR in their operational activities. We are constantly reminded that our world's natural resources are exhaustible; we can therefore no longer live for today alone if we do not want to cause substantial problems for future generations.

Ethical behaviour by businesses, or their staff, is often seen as the corporate and social responsibility icing on an organizational cake – something that is nice to do but never really essential. But by turning this view around – and making ethical behaviour a primary focus – Witzel shows how businesses can create and maintain long-term competitive advantage. Trust and respect among key stakeholder groups, particularly employees and customers, cannot be overstated in their importance to an organization's success: trust engenders loyalty and good reputation, which in turn builds brand value. However, while ethical behaviour is key to trust-building, in order for an organization to see lasting, positive outcomes it needs to go deeper than something managers do out of a sense of moral duty. The Ethical Leader shows why ethical practice has to be the platform on which a strong and enduring business can be built, and leaders and managers need to provide the necessary tools and insights to enable this to happen. Witzel offers a practical introduction to some of the key concepts in ethics, including how to deal with ethical paradoxes and making ethical decisions. The book explores the specifics of what makes an ethical leader, and how leaders can communicate values and standards across an organization in order to engage the trust of employees, consumers, shareholders and the wider community.

The purpose of this paper is to analyse the importance of ethics in today's business. The concept of business ethics, which has been debated since the beginnings of trade, seems to be an oxymoron and the attention this controversial topic drew increased strongly in the last years. The changing relationships between the legislative role of

governments and the regulations by businesses emphasize the important role of enterprises in the global economy. In this paper, the change in business ethics and their main impacts will be discussed as well as the influence of codes of ethics as an instrument of business ethics.

The host of Spike TV's Bar Rescue distills the secrets to running a successful hospitality business as based on his Reaction Management strategy for creating desirable reactions in customers.

Globalization and the professionalization of Corporate Social Responsibility (CSR) have led to a surge of CSR activities claiming to support development across the globe. In this two volume series, the chapters explore this claim through nuanced debate about the potentialities, limitations and threats of development-oriented CSR in the developing world at both the global and local levels. Volume 1 explores whether there is a genuine possibility for corporations to contribute to development through CSR activities. With corporate reach spreading into every corner of the globe, this is a timely contribution presenting cases from developing countries spanning multiple continents. It explores the multi-level and multi-stakeholder dynamics involved in shaping the complex interface between multinational corporations (MNCs) and possibilities for CSR-related development. The chapters highlight the potential for MNCs to spread best practice and complement the role of governments in bridging governance gaps and spearheading capacity building efforts. But they also highlights serious reservations, stemming from isolated assessments, limited appreciation of the complexities of context, and the permeation of a northern agenda that marginalizes local voices.Within the larger debate on the merits and evils of globalization, this volume captures the mixed record of MNCs in promoting effective development in those parts of the world where it is most needed. This important series will be the reference source for academics, practitioners, policy-makers and NGOs involved in development-oriented CSR.

Since the 2008 global economic crisis, East Asian economies have faced a number of macroeconomic issues including China's new growth model, the middle-income trap in developing East Asian countries, and the growing natural fibre market and its socio-economic implications. This book addresses these key topical issues which East Asian economies are facing today. Written by international experts in the area of Asian economics and business, it presents the most recent macroeconomic outlook in the region and then goes on to analyse a number of business corporations and industry-related cases, focussing on the theme of firms' strategies. Examining the links between environmental and financial performance, corporate social responsibility and the transfer of environmental management, financial accounting standards, the relationship between corporate sustainability activities and corporate profit, and the different cultural approaches towards business ethics, this book provides both practical strategies and new theoretical insights. As such it will appeal to students, scholars and practitioners interested in Asian business and economics.

The UN Global Compact complements other corporate citizenship initiatives by promoting dialogue on the relationship between business and society. At the same time it is the only truly global corporate citizenship initiative. It is not an auditable standard; indeed, it is not a standard or a code in the way that these are normally viewed. It is a set of principles through which business and the United Nations can work in partnership for global social development. For some businesses it is a simplified codification of their existing policies and management practices, but for many engagement represents a challenge and an opportunity to raise their game by aligning profitability with the common good. As the only genuinely global corporate citizenship initiative, the Global Compact draws its moral authority from the UN Secretary-General and its moral and political legitimacy from the UN as the only global political body. It can be viewed as a series of nested networks involving the Secretary-General's Office, the ILO, UNEP, UNHCHR, UNDP and UNIDO, business, NGOs and labour. It can variously be described as an international learning network, as a social network of people and organizations engaged in a global conversation, as a global public policy network, and as a multi-stakeholder dialogue. It is all of these things, but more than anything its greatest success has been in providing a convening platform for a growing global conversation about social development among a variety of actors. However the Global Compact is viewed, it is time to reflect on the first tentative steps of an initiative born in the aftermath of the Cold War, in the "triumph of global economic liberalism" and mass demonstrations against "globalisation". In its first few years, the world has experienced 9/11 and the Iraq War, not forgetting the forty or so civil wars that are ongoing at this time. Whatever is written about the UN Global Compact or its success will be tentative. But there can be some serious reflection on its aims and origins; some telling of stories of engagement; and discussion on how this initiative has quickly become an important reference point in the dialogue on global and corporate governance.

The corporate social and environmental responsibility movement, known more generally as corporate responsibility (CR), shows little sign of waning. Almost all large corporations now run some form of corporate responsibility program. Despite this widespread belief that CR can simultaneously improve societal welfare and corporate performance, most companies are largely in the dark when it comes to understanding how their stakeholders think and feel about these programs. This book argues that all companies must understand how and why stakeholders react to such information about companies and their actions. It examines the two most important stakeholder groups to companies - consumers and employees - to comprehend why, when and how they react to CR. Armed with this insight, it shows how companies can maximize the value of their CR initiatives by fostering strong stakeholder relationships to develop, implement and evaluate compelling social responsibility programs that generate value for both the company and its stakeholders.

The principles and practices of corporate social responsibility (CSR) date back more than a century, but the current wave of interest in this topic is unprecedented. This heightened attention is global and is evidenced on every conceivable measure. It is reflected in the growth of social and ethical investment funds, the dramatic increase in

voluntary codes of conduct for companies and industries, and the number of companies that issue reports on their social and environmental practices and policies. Similarly, the mobilization of nongovernmental organizations to challenge a wide range of corporate environmental and human rights practices, the frequency of consumer boycotts and protests, and the number of organizations and institutions established to monitor, measure, and report on corporate social and environmental performance all demonstrate deep grassroots interest. In this book, David Vogel provides the first comprehensive, in-depth review of the contemporary CSR movement in both the United States and Europe. He presents a careful and balanced appraisal of the movement's accomplishments and limitations, including a critical evaluation of the business case for CSR. While acknowledging the movement's achievements, most notably in improving some labor, human rights, and environmental conditions in developing countries, he also demonstrates that CSR's potential to bring about a significant change in corporate behavior is exaggerated. The Market for Virtue explores to what extent future improvements in corporate conduct can occur without more extensive or effective government regulation—in the United States, Europe, the Far East, and in the developing countries. In other words, what is the long-term potential of business self-regulation? Vogel concludes that the amount of improvement that can be expected is far more modest than much contemporary writing on corporate responsibility has claimed. There is a market for virtue, but it is limited by the substantial costs of more responsible business behavior.

In order to succeed in today's competitive environment, corporate and nonprofit institutions must create a workplace climate that encourages employees to continue to learn and grow. From the author of the best-selling The Mentor's Guide comes the next-step mentoring resource to ensure personnel at all levels of an organization will teach and learn from each other. Written for anyone who wants to embed mentoring within their organization, Creating a Mentoring Culture is filled with step-by-step guidance, practical advice, engaging stories, and includes a wealth of reproducible forms and tools.

What I liked in particular about the Handbook was that each chapter identified the issues within a theoretical context and then gave the historical perspective with an accurate account of the current legal position and set down clear markers on the issues likely to influence future developments in corporate responsibility. Phillip Taylor, The Barrister This book has drawn together a distinguished and international group of writers to provide a wide-ranging discussion of the responsibility of corporations to society in general, including discussion of the role of companies in promoting human rights, accomplishing sustainable development and restoring and keeping public trust . The contributors put calls for Corporate Social Responsibility into its legal framework and provide a wide range of possible solutions to perceived weaknesses in the law. The authors are to be congratulated for adhering to the editorial mandate to provide information in a succinct style which is comprehensible to the lay person as much as the well-informed . This work is an indispensable tool for anyone engaged in the globalisation debate. It gives valuable, international, multi-faceted insights on the current situation, on work-in-progress to create change and of the theoretical perspectives which inform both. Janet Dine, Queen Mary College, University of London, UK Finally a book that explores the legal considerations related to corporate responsibility, and does so from a global perspective with strong underpinnings of ethics. This book should prove a useful guide for those academics and managers interested in the historical and emerging legal framework that guides corporate decision making around responsibility. Sandra Waddock, Boston College, US This volume provides an invaluable collection of essays that consider diverse perspectives on the social responsibility of corporations. As such it provides a very satisfying and balanced combination of contributions that should be useful to any serious student either in practice or academe of the role of corporations in society. David Crowther, London Metropolitan University, UK The ever-important topic of corporate legal responsibility is deconstructed into many multifaceted components in this fascinating Handbook, which systematically examines each in turn and describes the contemporary legal position. The Research Handbook on Corporate Legal Responsibility considers general theory and basic concepts such as corporate legal personality, the doctrine of attribution, corporate governance and directors duties, and reviews the range of individuals to which corporations may be held responsible, particularly employees, suppliers, shareholders, stakeholders and women. The substantive grounds for corporate responsibility under civil and criminal law within the North American and Commonwealth jurisdictions are evaluated, and mechanisms of accountability such as novel regulatory processes (interactive regulation, codes of conduct and social reporting), risk management and the significant role of non-governmental organisations are identified. The thought-provoking chapters contained within this Handbook go on to present perspectives on topical international questions (corruption, labour standards, human rights, environmental protection and sustainable development) including an analysis of recent initiatives from several international organisations. Bringing together the work of around thirty leading academics, practitioners, campaigners and policymakers from North America, Europe and Australia, each chapter locates these issues within a theoretical context, giving an overview of its historical evolution, providing an accurate account of the current legal position and identifying policy issues likely to influence future developments.

"Eileen and her identical twin sister, Francine, a noted gynecologist, were raised by their single mother to defy lowered expectations rather than succumb to them. If society had had its way, neither of them would have succeeded, let alone risen to the top of their professions in such highly-competitive fields. Now combining lessons learned from her mother and her own experiences as a juvenile and family court judge, she shares guiding wisdom and practical advice for children-rearing. Using her personal stories, Twin Expectations provides direction to parents to help their children of all ages: gain the confidence to make wise choices; learn to have accountability in all things; understand the power of purpose; be resilient; mind their manners; become independent sooner; and value family" --Publisher description.

This much needed textbook examines the multiple dimensions to corporate responsibility. It creates a framework that presents a historical and interdisciplinary overview of the field; a summary of different management approaches; and a review of the key actors and trends worldwide. The authors take a critical perspective and successfully provide a balance between theory and practice. They offer comprehensive coverage of the subject, combining an insightful, interdisciplinary, approach with the pedagogy and support sought after by students. An Online Resource Centre accompanies the text, comprising weblinks, new legislation, further reading, email listservs and links to courses for students, and case studies and essay questions for lecturers.

The failure of many governments to provide basic rights for their citizens has given rise to the expectation that globally operating corporations should step in and fill governance gaps, for example in the area of human rights. Today, many large multinational corporations claim to conduct business in a socially responsible manner, yet no tools exist to assess whether and to what degree they have indeed systematically revised their business practices to take on these new responsibilities. Managing Corporate Legitimacy addresses these research gaps by clarifying the role of the corporation as a private actor in global governance at conceptual and empirical levels; by contributing to our theoretical understanding of CC as a new phenomenon in globalization; and by furthering the development of appropriate approaches to CC in practice through its toolkit. The tool structures the implementation process in five learning stages (defensive, compliance, managerial, strategic and civil). The final civil stage describes political corporate behaviour. The author includes an empirical assessment of five Swiss multinationals in this book which reveals that most companies – even those with relatively long-standing and mature policies on social and environmental issues – have only just started to learn how to become corporate citizens. The book therefore concludes with a discussion of an issue-specific extension of the

assessment tool and presents methods for setting priorities in the approach to corporate citizenship that may also facilitate corporate engagement with stakeholders. The tools developed in this book provide practical and detailed guidance for implementing and embedding CC and managing corporate legitimacy. It will be essential reading for practitioners looking for ways to legitimize their engagement with societal issues and for academics considering how we can better measure the engagement of business with CC.

This manual aims at providing an overview of the many practices that have been explored by members of the Tour Operators' Initiative and is designed to help the individual in charge for promoting responsible tourism within a company to determine both what needs to be changed and how to facilitate those changes.

Sales Alchemy is designed for business owners, employers, employees, business students and, for that matter, anyone looking to develop their understanding of business and interested in personal development and abilities to sell. This book is about developing or reminding you of your sales skills and to help you develop some really great business traits. For more we suggest you register with the site Zennyo.comTM and join a group that will give you what you're looking for, at the very least join the group associated with this book (Sales Alchemy) to connect with others, learn more or share your own ideas and experiences. It is my belief that everyone in business needs to sell from time to time and if you're a business leader selling skills are essential. Understanding how to sell, really well, will enhance your communication skills, grow your business and give you a means of earning a living for life. It will also earn you many friends along the way. Developing a business is part art and part science. It's about many individual skills working in unison together; it's about taking new knowledge and manipulating it to fit your style and character, as well as the character of your business. It's about your willingness to take heed of others, learn the lessons, use their experiences in conjunction with yours and about learning from your mistakes. Better still learning from other people's mistakes; that will save you time and money, of that I am sure. In this book we will look at many aspects of personal development in sales, to assist you in your journey through business, regardless of your level of experience or position, for some it will be an introduction for others a timely reminder. The book deals with selling from a holistic and consultative perspective, and most of its content, if applied, can assist in both business and private life and will give you all the information and techniques you'll need to adapt your style, take on new habits to leverage your success, position and reputation.

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