



Corporate Social Responsibility: A Very Short Introduction (Very Short Introductions)

By Jeremy Moon

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Corporate social responsibility has been defined as "the responsibility of enterprises for their impacts on society." Is Corporate Social Responsibility (CSR) just window dressing or is it a contradiction in terms? In this *Very Short Introduction*, Jeremy Moon shows that CSR holds much more value than it first appears, and examines how it has come of age in recent years. Illustrating the sorts of CSR investments companies make, the ways in which they practice CSR, and the challenges this brings, Moon considers how the principles migrated from their US roots to become a global business phenomenon. Exploring the place of CSR in different economic, social, political, and managerial contexts, this short guide considers the many positives, but also challenges, that CSR can present for companies, societies, and governments worldwide.

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Bibliography

- Sales Rank: #910999 in Books
- Brand: imusti
- Published on: 2015-02-11
- Original language: English
- Number of items: 1
- Dimensions: 6.70" h x .50" w x 4.30" l, .23 pounds
- Binding: Paperback
- 144 pages

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Editorial Review

About the Author

Jeremy Moon is Professor and founding Director of the International Centre for Corporate Social Responsibility, Nottingham University Business School. He has held visiting positions at the European University Institute; McGill University; the University of Toronto; Churchill College, University of Cambridge; the Institute for Advanced Studies, Princeton; University of Manchester; Trinity College, University of Melbourne; and Copenhagen Business School.

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