

(Download free ebook) The Debate over Corporate Social Responsibility

The Debate over Corporate Social Responsibility

From Oxford University Press

**Download PDF | ePub | DOC | audiobook | ebooks*



 Download

 Read Online

#2023741 in eBooks 2007-04-19 2007-04-19 File Name: B00JC5UUKY | File size: 35.Mb

From Oxford University Press : The Debate over Corporate Social Responsibility before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Debate over Corporate Social Responsibility:

0 of 0 people found the following review helpful. Great jobBy CustomerThe book is in a perfect condition, just like described. I can say that it is better than a new one with a low price. Thank you very much0 of 0 people found the following review helpful. A Good OverviewBy Zachary N. MillerThis book provides a valuable overview of corporate social responsibility, and includes a number of different perspectives on the issue.

Should business strive to be socially responsible, and if so, how? The Debate over Corporate Social Responsibility updates and broadens the discussion of these questions by bringing together in one volume a variety of practical and

theoretical perspectives on corporate social responsibility. It is perhaps the single most comprehensive volume available on the question of just how "social" business ought to be. The volume includes contributions from the fields of communication, business, law, sociology, political science, economics, accounting, and environmental studies. Moreover, it draws from experiences and examples from around the world, including but not limited to recent corporate scandals and controversies in the U.S. and Europe. A number of the chapters examine closely the basic assumptions underlying the philosophy of socially responsible business. Other chapters speak to the practical challenges and possibilities for corporate social responsibility in the twenty-first century. One of the most distinctive features of the book is its coverage of the very ways that the issue of corporate social responsibility has been defined, shaped, and discussed in the past four decades. That is, the editors and many of the authors are attuned to the persuasive strategies and formulations used to talk about socially responsible business, and demonstrate why the talk matters. For example, the book offers a careful analysis of how certain values have become associated with the business enterprise and how particular economic and political positions have been established by and for business. This book will be of great interest to scholars, business leaders, graduate students, and others interested in the contours of the debate over what role large-scale corporate commerce should take in the future of the industrialized world.

About the Author Steven K. May, Associate Professor, Department of Communication Studies, University of North Carolina. George Cheney, Professor, Department of Communication, University of Utah. Juliet Roper, Associate Professor, Department of Management Communication, University of Waikato.