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Company

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Managers of multinational organizations are struggling to win the strategic competition for the hearts and minds of external stakeholders. These stakeholders

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differ fundamentally in their worldview, their understanding of the market economy and their aspirations and fears for the future. Their collective opinions of managers and corporations will shape the competitive landscape of the global economy and have serious consequences for businesses that fail to meet their

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expectations. This important new book argues that the strategic management of relationships with external stakeholders – what the author calls "Corporate Diplomacy" – is not just canny PR, but creates real and lasting business value. Using a mix of colourful examples, practically relevant tools and considered

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perspectives, the book hones in on a fundamental challenge that managers of multinational corporations face as they strive to compete in the 21st century. As falling communication costs shrink, the distance between external stakeholders and shareholder value is increasingly created and protected through a strategic

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integration of the external stakeholder facing functions. These include government affairs, stakeholder relations, sustainability, enterprise risk management, community relations and corporate communications. Through such integration, the place where business, politics and society intersect need not be a

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source of nasty surprises or unexpected expenses. Most of the firms profiled in the book are now at the frontier of corporate diplomacy. But they didn't start there. Many of them were motivated by past failings. They fell into conflicts with critical stakeholders – politicians, communities, NGO staffers, or activists – and they

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suffered. They experienced delays or disruptions to their operations, higher costs, angry customers, or thwarted attempts at expansion. Eventually, the managers of these companies developed smarter strategies for stakeholder engagement. They became corporate diplomats. The book draws on their

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experiences to take the reader to the forefront of stakeholder engagement and to highlight the six elements of corporate diplomacy.

Join a Growing movement: Learn how you can join a fast-growing global movement to redefine success in business—led by well-known icons like

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Patagonia and Ben & Jerry ' s as well as disruptive upstarts like Warby Parker and Etsy—recently covered by the New York Times, the Economist, the Wall Street Journal, Entrepreneur, and Inc. Build a better business: Drawing on best practices from 100+ B Corps, this book shows that using business as a force for good can help

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distinguish your company in a crowded market, attract and retain the best employees, and increase customer trust, loyalty, and evangelism for your brand. More than 1,000 companies from 80 industries and 30 countries are leading a global movement to redefine success in business. They ' re called B

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Corporations—B Corps for short—and these businesses create high-quality jobs, help build stronger communities, and restore the environment, all while generating solid financial returns. Author and B Corp owner Ryan Honeyman worked closely with over 100 B Corp CEOs and senior executives to share their

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tips, advice, and best-practice ideas for how to build a better business and how to meet the rigorous standards for—and enjoy the benefits of—B Corp certification. This book makes the business case for improving your social and environmental performance and offers a step-by-step “ quick start guide ” on how

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your company can join an innovative and rapidly expanding community of businesses that want to make money and make a difference.

As sustainable development becomes an increasingly important strategic issue for all organizations, there is a growing need for management and executive education

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to adapt to this new reality. This textbook provides a theoretically sound and highly relevant introduction to the topic of socially and environmentally responsible business. The authors take a “ competence-based approach ” to responsible management education. The book aims to go beyond the traditional

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domains of teaching and towards the facilitation of learning across key competences. Each chapter in this book has a section dedicated to exercises that cover five core competences – know, think, do, relate, be – to enable self-directed transformative learning. Drawing from the classic background theories such

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as corporate sustainability, business ethics, and corporate social responsibility, these concepts are applied to the most up-to-date practices. The book covers an international perspective, featuring cases from countries all around the world, has a strong theoretical basis, and fully integrates the topics of sustainability,

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responsibility and ethics. The book includes a wide variety of tools for change at individual, company and systemic levels. Published with the Principles for Responsible Management Education (PRME), a United Nations Global Compact supported initiative, this is both an essential resource for business students

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at all levels and self-study handbook for executives.

This book takes a critical view on corporate practice, governmental action and the general approach to Corporate Social Responsibility. It draws on experience from the Workplace Innovation movement and argues that, as

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with motherhood and apple pie, it is hard to oppose CSR, with a community of well-meaning people. It is however necessary to challenge the foundations on which it is based. Many accounts of CSR assume a consistent model of capitalism around the world. It is suggested that capitalism can be given a human face, as companies

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adopt programmes which go beyond the minimum legal requirements. This builds on traditions of optional corporate philanthropy. However, without changing the underlying working of the company, only cosmetic changes are made. In the author's words: “ lipstick is applied to the capitalist pig ” . It can be a mistake to read

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too much into “ Responsible Management ” , when the culture of management is designed around irresponsibility. Companies have developed elaborate schemes of outsourcing, in an environment of limited liability. This cannot easily be overcome through gestures. This book seeks to

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engage readers and to provoke thoughts. It can be angry and polemical, but it points a finger directly at ongoing superficial developments.

CSR and Socially Responsible Investing Strategies in Transitioning and Emerging Economies

Every Dollar Makes a Difference

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How to Manage a CSR Strategy
Successfully

The Responsible Fashion Company

The Education of a Reluctant
Businessman

Responsible Care

The Elite Charade of Changing the World

Our love of wild and beautiful

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places and our determination to save them began outside. We want the same for our children. This visual guide illustrates why Patagonia's on-site child care center is a key component of our corporate mission and why

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providing high quality on-site child care to working families is essential. In safe and engaging environments we support unstructured play where our children learn hand-eye coordination, balance and mental

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agility. Anything that can be done indoors is better learned outdoors where physical strength, creativity and confidence develop. True to Patagonia's climbing roots we encourage risk as the children

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learn and grow in an atmosphere of trust. This book is the visual story of how one corporation provides the support working families need to preserve American ingenuity that begins in early childhood.

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Details the business policies undertaken by the outdoor sports clothing company Patagonia to make environmentally responsible practices a priority, including using organic cotton and

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**manufacturing recycled fleece.
No longer only the domain of
corporate public relations,
corporate social responsibility
(CSR) has now become a serious
concern for many firms and a
major sphere of academic**

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research. However, most strikingly, by encouraging corporations to play a role in economic governance, particularly at the global level, CSR also raises issues for political science, public policy,

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and the world of politics as a whole. In this volume, authors consider what defines a 'responsible' corporation, examining such debates as: the implications of corporations setting standards for such

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matters as products and labour conditions, and thus playing more than a market role in the global economy; how the concept of corporate citizenship has been applied to the role of firms in corporate responsibility

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initiatives and what this means in terms of rights and responsibilities, and for citizenship in general; and whether corporate responsibility is compatible with shareholder maximization, specifically in the

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**context of the global economy
Bringing together academics and
practitioners, this volume
examines the increasingly
important arena of global
economic governance and the
role played by major**

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corporations from a diverse range of perspectives. It will be of particular interest to academics, researchers, and students of Business, Political Science, and other social sciences, as well as business

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practitioners interested in CSR. Small enough to fit in your pocket, this practical little book will help you change the world as you shop! While we strive to make our vote count every four years, few of us realize that our

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most immediate power to shape the world is squandered on a daily basis. Every dollar we spend has the potential to create social and environmental change. In fact, it already has. The world that exists today is in

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large part a result of our purchasing decisions. The Better World Shopping Guide rates hundreds of products and services from A to F, so you can quickly tell the "good guys" from the "bad guys" and ensure your

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money is not supporting corporations that make decisions based solely on the bottom line. Drawing on decades of meticulous research, this completely revised and updated sixth edition will help you find

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out who actually "walks the talk" when it comes to: Environmental sustainability Human rights Community involvement Animal protection Social justice Small enough to fit in a back pocket or handbag and organized in a user-

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friendly format, The Better World Shopping Guide helps you reward companies who are doing good, penalize those involved in destructive activities, and change the world as you shop! Ellis Jones, PhD is the award-

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winning, bestselling author of five previous editions of The Better World Shopping Guide , and co-author of The Better World Handbook . A scholar of social responsibility, global citizenship, and everyday

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activism, he has dedicated himself to uncovering practical ways for people to make a difference in the world. He currently teaches at Holy Cross College in Worcester, MA. Better Business

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Greener Marketing

Patagonia

The Textbook for Management Learning, Competence and Innovation

Some Stories

A Brief History of the Twenty-

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first Century Connected Strategy

Presents a collection of essays and photographs offering insights into outdoor sports and one's relationship with the natural world
A compelling look at the B Corp

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movement and why socially and environmentally responsible companies are vital for everyone's future Businesses have a big role to play in a capitalist society. They can tip the scales toward the benefit of the few, with toxic side effects for all,

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or they can guide us toward better, more equitable long-term solutions. Christopher Marquis tells the story of the rise of a new corporate form—the B Corporation. Founded by a group of friends who met at Stanford, these companies undergo

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a rigorous certification process, overseen by the B Lab, and commit to putting social benefits, the rights of workers, community impact, and environmental stewardship on equal footing with financial shareholders. Informed by over a decade of

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research and animated by interviews with the movement's founders and leading figures, Marquis's book explores the rapid growth of companies choosing to certify as B Corps, both in the United States and internationally, and explains why the

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future of B Corporations is vital for us all.

In the age of global capitalism, shareholders, and profits are not the only concerns of modern business corporations. Debates surrounding economic and environmental

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sustainability, and increasing intense media scrutiny, mean that businesses have to show ethical responsibility to stakeholders beyond the boardroom. A commitment to corporate social responsibility may help the wider

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community. It could also protect an organization's brand and reputation. Including key articles and original perspectives from academics, NGOs and companies themselves, The Corporate Social Responsibility Reader is a welcome and insightful

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introduction to the important issues and themes of this growing field of study. This book addresses: the changing relationships between business, state and civil society the challenges to business practice what businesses should be responsible

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for, and why issues of engagement, transparency and honesty the boundaries of CSR – can businesses ever be responsible?

While case studies examine major international corporations like Coca Cola and Starbucks, broader articles

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discuss thematic trends and issues within the field. This comprehensive but eclectic collection provides a wonderful overview of CSR and its place within the contemporary social and economic landscape. It is essential reading for anyone

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studying business and management, and its ethical dimensions.

"A true master class in the art of making the impossible possible."

—Paul Polman One of the most vexing human rights issues of our time has been how to protect the

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rights of individuals and communities worldwide in an age of globalization and multinational business. Indeed, from Indonesian sweatshops to oil-based violence in Nigeria, the challenges of regulating harmful corporate practices in some

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of the world's most difficult regions long seemed insurmountable. Human rights groups and businesses were locked in a stalemate, unable to find common ground. In 2005, the United Nations appointed John Gerard Ruggie to

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the modest task of clarifying the main issues. Six years later, he had accomplished much more than that. Ruggie had developed his now-famous "Guiding Principles on Business and Human Rights," which provided a road map for ensuring

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responsible global corporate practices. The principles were unanimously endorsed by the UN and embraced and implemented by other international bodies, businesses, governments, workers' organizations, and human rights

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groups, keying a revolution in corporate social responsibility. Just Business tells the powerful story of how these landmark “Ruggie Rules” came to exist. Ruggie demonstrates how, to solve a seemingly unsolvable problem, he had to

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abandon many widespread and long-held understandings about the relationships between businesses, governments, rights, and law, and develop fresh ways of viewing the issues. He also takes us through the journey of assembling the right type

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of team, of witnessing the severity of the problem firsthand, and of pressing through the many obstacles such a daunting endeavor faced. Just Business is an illuminating inside look at one of the most important human rights

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developments of recent times. It is also an invaluable book for anyone wanting to learn how to navigate the tricky processes of global problem-solving and consensus-building and how to tackle big issues with ambition, pragmatism,

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perseverance, and creativity.
The High-Purpose Company
A Cutting Edge Approach to Being
Socially Responsible,
Environmentally Conscious, and
Incredibly Profitable for Businesses,
Schools, and Government.

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Building the Responsible Enterprise

Notes from the Field

Reimagining Sustainability and Success

Winners Take All

Ice Cream Social

Environmental regulations provide

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protection to the public, workers and the environment. To protect themselves from long-term liabilities, however, companies have to do more than just comply with the basic responsibilities. This handbook is designed to introduce

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terminology, methodology, tools, procedures and practical guidance for incorporating efficient pollution prevention strategies into the overall business plan. It is a company's responsibility to protect and control its management of

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waste and pollution, and a company that fails to do so will ultimately inflict a negative impact on its bottom line, especially in financial performance. Responsible Care delivers critical guidelines and rules of thumb required for

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industrial managers to improve their companies' profitability through waste reduction, cleaner production technologies and sound management practices.

We at Patagonia, like all business people, know that long-term

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income has to exceed long-term expense. To do otherwise is to go bankrupt, as Ernest Hemingway described, in the usual two ways: “Gradually, then suddenly.” Today we are using the equivalent resources of one and a half planets,

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yet we live on only one. All the indicators of earthly health are in decline: of water, air, arable land, fisheries and biodiversity. How do we reverse this decline in the quality of life (and attendant climate change) before it becomes

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sudden catastrophe? Most conversations addressing that question hone in on technological solutions. Each year we attend sustainability conferences where the talk centers on innovation as the way to lower resource use and

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waste. But at these conferences, among decent people doing their best, there is always an elephant in the room, concealed behind a curtain few are willing to draw to the side. The elephant is growth-based capitalism, and the

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assumption that a growth economy equals prosperity and a healthy society. Yet we know we must consume less, and far more slowly – as well as innovate as quickly and ingeniously as we can. What is a responsible economy? One that

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allows healthy communities, creates meaningful work, and takes from the earth only what it can replenish—one where all the indicators of health start to improve. What would make up this economy? What could a

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responsible economy look like? That's the question we'll explore with our friends and customers during the coming seasons. A Financial Times Book of the Year 2020! Should companies be run for profit or purpose? In this

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ground-breaking book, acclaimed finance professor and TED speaker Alex Edmans shows it's not an either-or choice. Drawing from real-life examples spanning industries and countries, Edmans demonstrates that purpose-driven

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businesses are consistently more successful in the long-term. But a purposeful company must navigate difficult trade-offs and take tough decisions. Edmans provides a roadmap for company leaders to put purpose into practice, and

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overcome the hurdles that hold many back. He explains how investors can discern which companies are truly purposeful and how to engage with them to unleash value for both shareholders and society. And he

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highlights the role that citizens can play in reshaping business to improve our world. This edition has been thoroughly updated to include the pandemic, the latest research, and new insights on how to make purpose a reality.

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This new edition of Friedman's landmark book explains the flattening of the world better than ever- and takes a new measure of the effects of this change on each of us.

The World Is Flat [Further

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Updated and Expanded; Release 3.0]

The Responsible Corporation in a Global Economy

Towards Sustainable and Effective Governance Structures

The Responsible Shareholder

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*Including Let My People Go
Surfing / the Responsible Company
/ and Patagonia's Tools for
Grassroots Activists
The Responsible Company
Family Business
Winner of the Green Prize for*

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Sustainable Literature Now updated with the latest information on B Corp assessments and how to become a Benefit Corporation, The Responsible Company, by Yvon Chouinard, founder and

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owner of Patagonia, and Vincent Stanley, Director of Patagonia Philosophy and co-editor of its Footprint Chronicles, draw on the their 40 years' experience at Patagonia - and knowledge of

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current efforts by other companies - to articulate the elements of responsible business for our time. Patagonia, named by Fortune in 2007 as the coolest company on the planet, has

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earned a reputation as much for its ground-breaking environmental and social practices as for the quality of its clothes. In this exceptionally frank account, Chouinard and Stanley recount

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how the company and its culture gained the confidence, by step and misstep, to make its work progressively more responsible, and to ultimately share its discoveries with companies as large as Wal-

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Mart or as small as the corner bakery. In plain, compelling prose, the authors describe the current impact of manufacturing and commerce on the planet's natural systems and human

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communities, and how that impact now forces business to change its ways. The Responsible Company shows companies how to reduce the harm they cause, improve the quality of their business, and

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provide the kind of meaningful work everyone seeks. It concludes with specific, practical steps every business can undertake, as well as advice on what to do, in what order. This is the first book to

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show companies how to thread their way through economic sea change and slow the drift toward ecological bankruptcy. Its advice is simple but powerful: reduce your environmental footprint (and

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its skyrocketing cost), make legitimate products that last, reclaim deep knowledge of your business and its supply chain to make the most of opportunities in the years to come, and earn the trust you'll

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need by treating your workers, customers and communities with respect.

The Responsible Company, by Yvon Chouinard, founder and owner of Patagonia, and Vincent Stanley, co-editor of

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its Footprint Chronicles, draw on the their 40 years' experience at Patagonia - and knowledge of current efforts by other companies - to articulate the elements of responsible business for our

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chain to make the most of opportunities in the years to come, and earn the trust you'll need by treating your workers, customers and communities with respect.

Renew and Sustain is an

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innovative, profitable, socially and environmental conscious approach towards a sustainable future. The book discusses this method, what sustainability is and why it makes sense to implement

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these solutions. This is accomplished via dialog with specific case studies about sustainability and the value of being more sustainable. Business Models for Transforming Customer

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Relationships What if there were a way to turn occasional, sporadic transactions with customers into long-term, continuous relationships--while simultaneously driving

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dramatic improvements in operational efficiency? What if you could break your existing trade-offs between superior customer experience and low cost? This is the promise of a connected strategy. New

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forms of connectivity--involving frequent, low-friction, customized interactions--mean that companies can now anticipate customer needs as they arise, or even before.

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Simultaneously, enabled by these technologies, companies can create new business models that deliver more value to customers. Connected strategies are win-win: Customers get a dramatically

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improved experience, while companies boost operational efficiency. In this book, strategy and operations experts Nicolaj Siggelkow and Christian Terwiesch reveal the emergence of connected

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strategies as a new source of competitive advantage. With in-depth examples from companies operating in industries such as healthcare, financial services, mobility, retail, entertainment,

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nonprofit, and education, Connected Strategy identifies the four pathways--respond-to-desire, curated offering, coach behavior, and automatic execution--for turning episodic interactions into continuous

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relationships. The authors show how each pathway creates a competitive advantage, then guide you through the critical decisions for creating and implementing your own connected

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strategies. Whether you're trying to revitalize strategy in an established company or disrupt an industry as a startup, this book will help you: Reshape your connections with your customers Find new

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ways to connect with existing suppliers while also activating new sources of capacity Create the right revenue model Make the best technology choices to support your strategy Integrating rich examples, how-

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to advice, and practical tools in the form of "workshop chapters" throughout, this book is the ultimate resource for creating competitive advantage through connected relationships with your

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***customers and redefined connections in your industry.
The Corporate Social Responsibility Reader
Responsible Management
Corporate Responsibility and Working Life***

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Just Business: Multinational Corporations and Human Rights (Norton Global Ethics Series)

***The B Corp Handbook
How the B Corp Movement Is***

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Remaking Capitalism

Through a compilation of his many articles on sports, from falconry to fishing and climbing to surfing, along with musings on the purpose of business and the importance of

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environmental activism, the author reveals his extraordinary and varied life experiences.

Corporate social responsibility (CSR) expresses a fundamental morality in the way a company behaves toward society. It

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follows ethical behavior toward stakeholders and recognizes the spirit of the legal and regulatory environment. The idea of CSR gained momentum in the late 1950s and 1960s with the expansion of large

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conglomerate corporations and became a popular subject in the 1980s with R. Edward Freeman's Strategic Management: A Stakeholder Approach and the many key works of Archie B. Carroll,

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Peter F. Drucker, and others. In the wake of the financial crisis of 2008-2010, CSR has again become a focus for evaluating corporate behavior. First published in 1953, Howard R. Bowen's Social Responsibilities

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of the Businessman was the first comprehensive discussion of business ethics and social responsibility. It created a foundation by which business executives and academics could consider the subjects as part of

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strategic planning and managerial decision-making. Though written in another era, it is regularly and increasingly cited because of its relevance to the current ethical issues of business operations in the

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United States. Many experts believe it to be the seminal book on corporate social responsibility. This new edition of the book includes an introduction by Jean-Pascal Gond, Professor of Corporate

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Social Responsibility at Cass Business School, City University of London, and a foreword by Peter Geoffrey Bowen, Daniels College of Business, University of Denver, who is Howard R. Bowen's

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eldest son.

It is well known the global community is looking towards business to play its role in creating a just and fair economy. This increases the urgency and relevance of new

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approaches to management education that can engage and foster socially responsible leaders who are resilient, creative and innovative thinkers. Educating for Responsible Management

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profiles cutting-edge approaches to pedagogy for the Principles for Responsible Management Education (PRME) that go beyond current discussions of sustainability and corporate social responsibility

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content, to include a wider lens that highlights the processes of educating the next generation of responsible managers. The book draws together leading thinkers, practitioners and management education to share

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their practice and research on how management educators can prepare themselves, their students, the learning environment, and their teaching resources to meet these challenges. These conversations

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across practice lines highlight a range of innovative pedagogical approaches and methods used by responsible management educators around the world to provide effective learning experiences.

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One of the most important activities of enterprises today is responsible entrepreneurship. Corporate social responsibility (CSR) activities can help to forge a stronger bond between employees and corporations,

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can boost morale, and can help both employees and employers feel more connected with the world around them. Moreover, the growing importance of this concept results from the fact that it is perceived as an

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effective tool for increasing competitiveness, improving the image of the company, or contributing to the generation of higher profits. In today's world, an active commitment to social responsibility is

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becoming more common for a company. CSR and Socially Responsible Investing Strategies in Transitioning and Emerging Economies is an essential reference source that identifies the scale and scope of

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implementation of CSR and socially responsible investing strategies and standards in companies operating in different transitioning and emerging economies as well as assessing the global effects of

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these activities. Featuring research on topics such as economic growth, responsible investing, and business ethics, this book is ideally designed for managers, executives, directors, corporate

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professionals, government officials, industry leaders, academicians, students, and researchers in the fields of international economics, international business, marketing, finance

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management, and public relations.

A New Strategy for Pollution Prevention and Waste Reduction Through Environment Management
The TRULY Responsible (and

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*Highly Profitable) Firms That
Are Changing Business Now
The Responsible Economy
How to Use Business as a Force
for Good
Where Vision and Values Add
Value*

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*Corporate Diplomacy
The Struggle for the Soul of
Ben & Jerry's*

Building the Responsible Enterprise provides students and practitioners with a practical, yet academically rooted, introduction to the state-of-

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the-art in sustainability and corporate social responsibility. The book consists of four parts, highlighting different aspects of corporate responsibility. Part I discusses the context in which corporate responsibility occurs. Part

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II looks at three critical issues: the development of vision at the individual and organizational levels, the integration of values into the responsible enterprise, and the ways that these building blocks create added value for a firm. Part III

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highlights the actual management practices that enable enterprises to achieve excellence, focusing on the roles that stakeholder relationships play in improving performance. The book concludes with a conversation about responsible management in

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the global village, examining the emerging infrastructure in which enterprise finds itself today.

Throughout the text, cases exemplify key concepts and highlight companies that are guiding us into tomorrow's business environment.

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The ebook will be Open Access and made available on publication. Written by many of the key influencers at the Principles for Responsible Management Education (PRME), the book focuses on advancing sustainable development

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into education, research and partnerships at higher education institutions and, specifically, at business schools, with the purpose of educating responsible leaders for today and tomorrow. The book serves as a concrete source of

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inspiration for universities and other stakeholders in higher education on structures, processes and content for how to advance responsible management education and sustainable development. It articulates the importance of key

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themes connected with climate change, gender equality, anti-corruption, business for peace, anti-poverty and other topics that are related to the Sustainable Development Goals (SDGs). The book emphasizes the significance of

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local–global interaction, drawing on local action at management schools in combination with global knowledge exchange across the PRME community. In addition, the book clearly demonstrates the background, key milestones and

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successful achievements of PRME as a global movement by management schools in collaboration with a broader community of higher education professionals. It exemplifies action in various local geographies in PRME Chapters,

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PRME Working Groups and the PRME Champions work to advance responsible management education. The authors of the book are all globally experienced deans, professors, educators, executives and students with a global outlook, who

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are united to advance responsible management education locally and globally. The book will be invaluable reading for university leaders, educators, business school deans and students wanting to understand and embed responsible management

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education approaches across their institutions and curricula.

Examining the role of shareholders in modern companies, this timely book argues that more should be expected of shareholders, both morally and legally. It explores the

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privileged position of shareholders within the corporate law system and the unique rights and duties awarded to them in contrast to other corporate actors. Introducing the concept of shareholders as responsible agents whose actions and

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inactions should be judged on that basis, Stephen Bottomley unites a number of distinct corporate governance discussions including stewardship, activism and shareholder liability.

In The Responsible Fashion

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Company, Rinaldi and Testa argue that the fashion industry is at a crossroads: the need for a global shift to a sustainable model has never been more urgent. Yet, they demonstrate that we are witnessing a revolution led by conscious

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consumers and enlightened companies, who are redefining the rules of the fashion market. The question is: when will the rest of the industry catch up? Rinaldi and Testa raise a fundamental but often neglected issue in the fashion

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sustainability debate: long-term equilibrium can only be achieved by integrating economic goals with environmental, social and ethical values. "The Responsible Fashion Company" provides a clear overview of the theory, challenges and

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opportunities of sustainability in the industry and demonstrates how fashion companies can achieve competitive advantage through sustainable innovation. The authors show how leading fashion companies are challenging traditional thinking

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and present inspiring examples from pioneers such as Gucci, Levi's, Timberland and Brunello Cucinelli, who create quality products without leaving a negative impact behind.Refreshing and timely, The Responsible Fashion Company is

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essential reading for the socially conscious consumer and anyone with a professional or personal interest in the fashion, design and luxury industries.

**The PRME Global Movement
30 Years of Innovative Child Care**

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Renew and Sustain

Dilemmas in Responsible Investment

**Social Responsibilities of the
Businessman**

The Patagonia Business Library

The Education of a Reluctant

Businessman--Including 10 More

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Years of Business Unusual

"Wonderful . . . a moving autobiography, the story of a unique business, and a detailed blueprint for hope." —Jared Diamond, Pulitzer Prize-winning author of *Guns, Germs, and Steel*

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In this newly revised 10th anniversary edition, Yvon Chouinard—legendary climber, businessman, environmentalist, and founder of Patagonia, Inc.—shares the persistence and courage that have gone into being

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head of one of the most respected and environmentally responsible companies on earth. From his youth as the son of a French Canadian handyman to the thrilling, ambitious climbing expeditions that inspired his innovative designs for

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the sport's equipment, Let My People Go Surfing is the story of a man who brought doing good and having grand adventures into the heart of his business life-a book that will deeply affect entrepreneurs and outdoor enthusiasts alike.

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An examination of the progress of environmental marketing on a global scale. It considers how sustainability issues are increasingly becoming critical factors in how corporations meet the ever-growing demands and

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expectations of customers. The purpose of the book is to provide practitioners with best-practice examples and actionable recommendations on how to implement green marketing activities. It provides information

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and ideas for those involved in marketing on how to incorporate green considerations into the marketing mix, as well as providing perspectives on marketing for environmental managers. To achieve a comprehensive

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viewpoint, the book is split into three sections. The first sets out the strategic issues and rationale for green marketing, the second addresses tactical issues in more detail, and the third provides detailed, international case studies.

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Topics addressed by the contributors include the growing debate around products versus services, environmental product development and eco-innovation, green marketing alliances, environmental communications,

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green consumers, eco-tourism and the problems associated with green marketing in developing countries. Imagine that you are a responsible investment money manager. One of your clients is asking you to sell her holdings in a company because it

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has been accused in the press of contracting with suppliers that have abusive labour conditions. You have to evaluate and benchmark the CSR performance of a number of companies from the same industry but among them there are

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companies, primarily the smallest, that provide little or no CSR information. One of your major clients is asking you to exclude companies involved in nanotechnology What would you do? Responsible investment (RI) –

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the integration of environmental, societal and governance (ESG) issues into investment decision-making – can be difficult and complex. Including or excluding companies, engaging with companies, partnering with

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stakeholders, evaluating environmental and societal controversies, defining criteria and, all the while, producing a competitive return for investors can raise multiple questions that cannot be dealt with simply. The practice of

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RI faces many such dilemmas as it seeks to balance the competing goals of business, society, and finance and to judge how best to reconcile what are often conflicting concerns. Dilemmas in Responsible Investment examines the problems

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responsible investment practitioners face daily. It emphasises the importance of asking the right questions as well as getting the right answers; and the importance of process as well as product. The authors pay

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attention to the diversity of opinion and variety of approaches available. They also raise fundamental questions about the very purpose of investment and the responsibilities of investors, both economic and societal. Although

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dilemmas in RI are not always easily resolved, Louche and Lydenberg believe that they are also a source of valuable and necessary debate about the appropriate role of corporations in society and the ability of the

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financial markets to appropriately serve the societies in which they operate. Such dilemmas provide a valuable framework for public debate and can encourage the emergence of innovative answers and approaches. Responsible

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investors join in these debates when they examine the societal and environmental implications of business activities, actions and behaviour Facilitate dialogue between corporations and their stakeholders Encourage corporate

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transparency on societal and environmental issues Reward companies that are making genuine efforts towards sustainability Integrate societal and environmental data into financial analysis. The book first of all

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provides a state-of-the-art overview of responsible investment, its history and development, explanations of key terms and a guide to the different actors involved in the field. Second, it presents 12 diverse hypothetical

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case studies that examine a wide spectrum of the challenges facing RI professionals, raising questions about the relationship between business and society, about the purpose of investment, and about the responsibilities of investors to

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various segments of society and the environment. The (often interconnected) cases present a dilemma, possible approaches available, variable factors, a variety of quotations and suggested responses from 35 leading

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professionals in the responsible investment community, real-world examples and comparisons and recommendations. Accessible, vivid and illuminating, Dilemmas in Responsible Investment is the first book specifically written for

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teaching and professional training in responsible investment. It will be required reading for students, academics and practitioners in the areas of finance, ethics and CSR. "When most people think of corporate responsibility, they are

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focusing on a business's effect on and relationship to stakeholders. A Responsible Business sees stakeholders as full partners and meaningful instruments for the evolution of healthier communities and more successful businesses."

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—from the Introduction The Responsible Business offers a new and strategic approach to doing business that holistically integrates responsibility into all aspects of an organization, allowing for returns at every level, business and social.

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This book goes beyond the often well intentioned but limited attempts at sustainability to present a framework that allows organizations to bring responsibility into everything they do and re-imagine success. From innovation, product

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development, and production processes to business management, strategic planning, and shareholder development, the author shows how being a Responsible Business is a practical skill that can be applied day-to-day

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at every level of the business. No longer just the role of a department or the job of CSR professionals, successful responsibility and business efforts start at the business level, are then taken to the corporate level, and are finally

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applied throughout the organization. The Responsible Business outlines a framework for building a responsibility and consciousness infrastructure that applies a living systems view to the business and inspires all of its

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stakeholders, including shareholders. Throughout the book, illustrated by examples from technology to manufacturing, large and small, public and private, Sanford demonstrates how to make responsibility integral to all aspects

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of a business as an engine for innovation, profitability, and purpose. Praise for The Responsible Business "This is a very significant book. It makes it clear that businesses have a single boss with five interrelated aspects.

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The stories are among the crispest, most evocative case histories I have seen. The book is for any corporate leader trying to do the impossible: create a business that recreates the world." —Art Kleiner, editor-in-chief, strategy + business,

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and author, The Age of Heretics
"Carol Sanford offers us a proven, practical, and systems-based approach that integrates five stakeholder groups into a business system working as an integral whole. Essential reading for leaders

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wanting a system framework for sustainability and business success!" —Otto Scharmer, MIT Sloan senior lecturer; author, Theory U: Leading from the Future as it Emerges; and coauthor, Presence "The Responsible

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Business challenges many assumptions corporate leaders, investment advisors, and sustainability experts have long taken for granted. It provides a road map that can help innovative businesses think about how to be

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truly transformational." —Sam Ford, Fast Company expert blogger and director, Peppercom "The powerful concepts in The Responsible Business have changed the process of sustainable development and how communities

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truly thrive. Indeed, these proven approaches will be the roadmap to truly achieve the deepest level of living communities." —Bill Reed, founding member of LEED System and coauthor, The Integrative Design Guide to Green Building

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"Critical for re-imagining the future of business. Rarely a day goes by that I do not call on this way of thinking and looking at the world. It is useful for taking on the big business decisions that so many of us face every day." —Chad

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Holliday, chairman, Bank of America

The Better World Shopping Guide:
6th Edition

The Responsible Business
What We've Learned from
Patagonia's First 40 Years

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Lessons from the Edge of Business and Sport

Let My People Go Surfing
Building Reputations and Relationships with External Stakeholders

Integrating Ethics and Aesthetics in

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the Value Chain

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—The Washington Post Anand Giridharadas takes us into the inner

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sanctums of a new gilded age, where the rich and powerful fight for equality and justice any way they can—except ways that threaten the social order and their position atop it. They rebrand themselves as saviors of the poor; they lavishly reward “thought leaders” who

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redefine “change” in ways that preserve the status quo; and they constantly seek to do more good, but never less harm. Giridharadas asks hard questions: Why, for example, should our gravest problems be solved by the unelected upper crust instead of

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the public institutions it erodes by lobbying and dodging taxes? His groundbreaking investigation has already forced a great, sorely needed reckoning among the world's wealthiest and those they hover above, and it points toward an answer: Rather

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than rely on scraps from the winners, we must take on the grueling democratic work of building more robust, egalitarian institutions and truly changing the world—a call to action for elites and everyday citizens alike. Indigenous peoples are recognised as

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groups with specific rights based on their historical ties to particular territories. The United Nations estimates there are 370 million Indigenous peoples, with Indigenous populations being recognised in Australia, Canada, New Zealand, the

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United States, the Arctic region, Central and South America, and across Asia and Africa. Indigenous Aspirations and Rights takes an Indigenous perspective in examining the intersection of business with Indigenous peoples' rights, in light of

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the UN Global Compact and the PRME. Indigenous rights include, but are not limited to, human, cultural, educational, employment, participatory development, economic, and social rights, rights to land and natural resources, and impacts on identity,

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institutions, and relations. This book illustrates three main aspects of business practices in relation to Indigenous peoples: Indigenous perspectives on failures, business and ongoing challenges to Indigenous aspirations and rights, and modelling

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success for Indigenous and business interests. Edited by three leading voices in Indigenous rights research and practice, Indigenous Aspirations and Rights features contributions from around the globe. The work draws together policy implications for

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management and implications for Indigenous peoples, and examines how the PRME, the UN Global Compact, and the concept of socially responsible business can be expanded to encompass more positive outcomes for Indigenous peoples.

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In *The High-Purpose Company*, corporate strategist and researcher Christine Arena shows that some extraordinary companies are driven by purpose, whereas others simply pretend to be. *The High-Purpose Company* draws a clear line in the sand, enabling

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readers to easily distinguish between these two groups—and make a giant leap forward. Using a groundbreaking methodology, Arena and her research team conducted thousands of hours of analysis on the corporate social responsibility (CSR) practices of 75

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well-known firms. The surprising results of the study defy long-held myths, rewrite rules, reframe strategic priorities, and reveal a new breed of business. Real CSR is about change, not charity. The High-Purpose Company uncovers this and other

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truths, and guides readers through the step-by-step process that is currently embraced by the world's most forward-thinking firms.

The Case for Responsible Business and Management

Putting Theory into Practice

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Responsible Corporate Governance
Educating for Responsible
Management
Responsible Business
How Great Companies Deliver Both
Purpose and Profit – Updated and
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Building Continuous Customer Relationships for Competitive Advantage

"For more than three decades, Ben & Jerry's has been committed to an insanely ambitious three-

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part mission: not just making the world's best ice cream but also supporting progressive causes and sharing its success with all stakeholders--employees,

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suppliers, distributors, customers, cows, everybody. Living up to these beliefs is fun when you're doing it right, and it creates amazingly loyal

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customers, but it isn't easy. This is the first book to tell the full, inside story of the inspiring rise, tragic mistakes, devastating fall, determined

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recovery, and ongoing renewal of one of the most iconic mission-driven companies in the world. No previous book has focused so intently on the challenges

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presented by staying true to the mission as the business grew. No other book has explained how the company came to be sold to Unilever, one of the world's biggest

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corporations. And none has described the unprecedented contract Ben & Jerry's negotiated with Unilever to preserve the three-part mission or the complex

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working relationship that has allowed the company to pursue that mission on a much larger stage. Brad Edmondson tells the story with a journalist's eye for

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details, dramatic moments, and memorable characters. Among the dozens of key figures Edmondson interviewed, his most important source was Jeff Furman,

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who helped Ben and Jerry write their first business plan in 1978 and has stayed involved ever since, serving as chairman of the board since 2010. It's a

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**funny, sad, surprising,
and ultimately hopeful
story." - - Publisher's
description.**

**The Responsible
Company What We've
Learned from Patagonia's**

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**First 40 Years Patagonia
Corporate Social
Responsibility,
Sustainability and
Corporate Citizenship
are now essential
elements of modern**

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business. Responsible Business is a vital "how to" guide providing information on all aspects of the CSR process. This highly accessible book is full

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of insights from those responsible for implementing CSR strategy inside companies – whether as CSR managers or at top management level – with

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coverage of all the important aspects of CSR – from what a sustainability manager's job involves, how to handle stakeholder dialogue, supply chain

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management to auditing, CSR and the law, and communicating CSR. Divided into bite-size easy-to-read chapters complete with practical checklists or "dos and

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don'ts", Responsible Business provides perspectives across different industries and sectors from running micro-finance at an international banking

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group to CSR in small companies as well as personal insights into a CSR manager's role in the automotive sector, the IT sector, the hotel business and many more.

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"If CSR is ever to happen in real time, it will be in the corporate trenches, honed by managers driving CSR beyond academic ideal to practical workplace

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results. This new book from Europe's ICCA has it all in one place. A brilliant display of actual corporate accomplishments, workable tools, and

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organisational work-around strategies. Real stuff by real professionals." –William C. Frederick, author of Corporation, Be Good! The Story of Corporate

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Social Responsibility

"The work of Nick Tolhurst and the ICCA in this publication and beyond is vital to the field of CSR, as well as to the interdisciplinary

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fields and sectors that it affects in the private sector, public sector and civil society. I suggest this book become required reading for each

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sector." –Mark C. Donfried, Director and Founder, Institute for Cultural Diplomacy

This book discusses the tasks and functions of corporate governance in

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the light of current challenges and the dynamics that arise from a broader approach to company management and the integration of corporate governance

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with corporate social responsibility (CSR) and sustainability.

Addressing the corporate governance shortcomings that are believed to have contributed to the

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recent financial crisis, it explores the interplay between corporate governance and CSR, and includes examples of company practice to show how

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such changes affect the practices of shareholders, boards of directors and regulators. In particular, the book examines shareholders'

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activities, their different investment strategies, specific reporting expectations and the submission of proposals to the annual meeting. Further, for

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boards of directors it explores the need to revise their tasks with respect to the criteria for executive appointments, their corporate strategy,

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performance measures and diversity recommendations, while for directors it provides recommendations to reconsider the structure of executive

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pay and performance incentives. Lastly, for regulators the book investigates the need to introduce new laws addressing, for instance, the need for

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**integrated reporting,
limiting the voice of
short term oriented
shareholders and
providing guidelines for
executive compensation.
Indigenous Aspirations**

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Grow the Pie
Responsible Management
Education
A Responsible Approach
to Business**