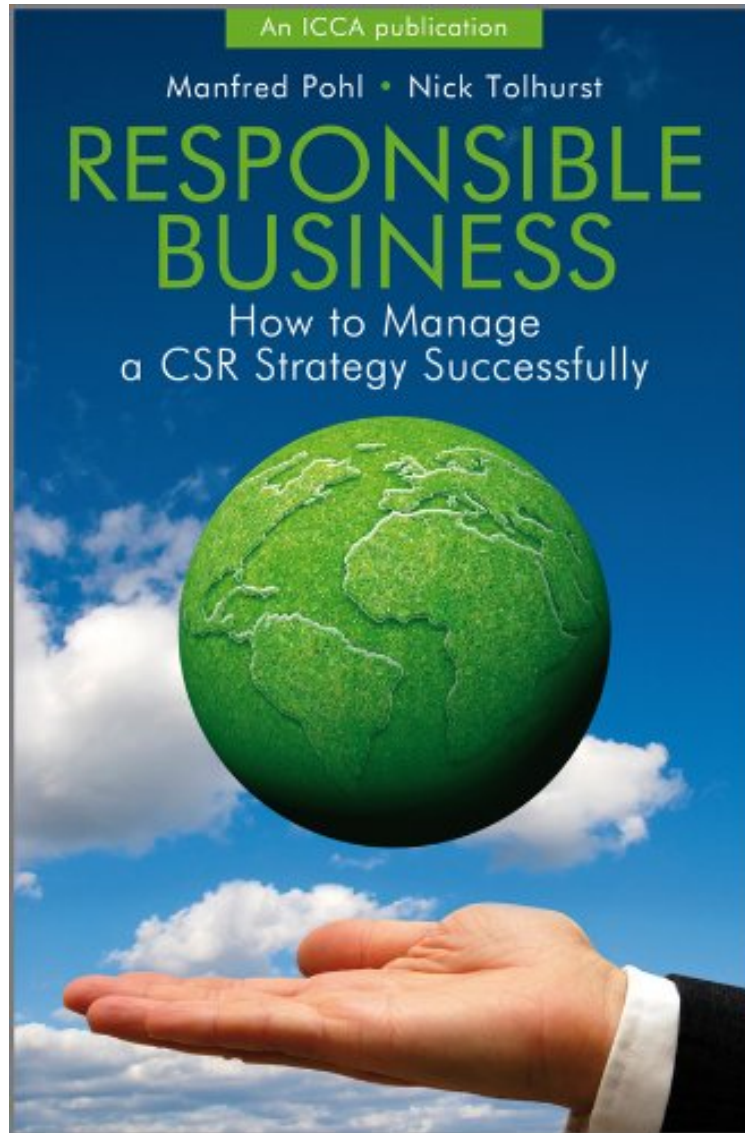


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Responsible Business: How to Manage a CSR Strategy Successfully

Manfred Pohl, Nick Tolhurst

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Manfred Pohl, Nick Tolhurst : Responsible Business: How to Manage a CSR Strategy Successfully before purchasing it in order to gauge whether or not it would be worth my time, and all praised Responsible Business: How to Manage a CSR Strategy Successfully:

Corporate Social Responsibility, Sustainability and Corporate Citizenship are now essential elements of modern business. Responsible Business is a vital "how to" guide providing information on all aspects of the CSR process. This

highly accessible book is full of insights from those responsible for implementing CSR strategy inside companies – whether as CSR managers or at top management level – with coverage of all the important aspects of CSR – from what a sustainability manager's job involves, how to handle stakeholder dialogue, supply chain 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 don'ts", *Responsible Business* provides perspectives across different industries and sectors from running micro-finance at an international banking 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. "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 results. This new book from Europe's ICCA has it all in one place. A brilliant display of actual corporate accomplishments, workable tools, and organisational work-around strategies. Real stuff by real professionals." – William C. Frederick, author of *Corporation, Be Good! The Story of Corporate 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 fields and sectors that it affects in the private sector, public sector and civil society. I suggest this book become required reading for each sector." – Mark C. Donfried, Director and Founder, Institute for Cultural Diplomacy

This book provides practical help for those responsible for implementing CSR strategy. (Strategy Magazine, October 2010). About the Author Professor Manfred Pohl is the founder and CEO of the Institute for Corporate Culture Affairs (ICCA). Professor Pohl has written over a hundred books, articles and monographs on topics as varied as business history, culture, politics, corporate ethics and travel. Nick Tolhurst is Managing Director of the Institute for Corporate Culture Affairs (ICCA). Nick Tolhurst has written and edited many publications on CSR, Corporate Culture and Economics including, most recently, the A to Z of CSR and the ICCA Handbook on CSR and writes regularly in the media on CSR and related issues.