Corporate Social Responsibility

An Implementation Guide for Business
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Synopsis

What is CSR and why does it tend to come up frequently in the business environment? Corporate Social Responsibility has been a buzzword in the corporate environment for a long time and its importance only rises with time as more and more enterprises strive to integrate their business model with their own ethically-oriented practices. Implementing a successful CSR in your company is imperative nowadays as all the more consumer behaviour turns its attention towards your corporate ethics, thus, the strategies to be followed have to be well-thought and on par with your company values.

This guide will get you through everything you need to know step by step with regards to organising and implementing your plan to successful CSR, and build up a strong brand reputation via a plethora of strategic initiatives. In this volume’s Appendix, you will find prominent organisations, tools, and CSR initiatives both from a global and a national perspective that can offer guidance, for your future strategic and ethical endeavours.