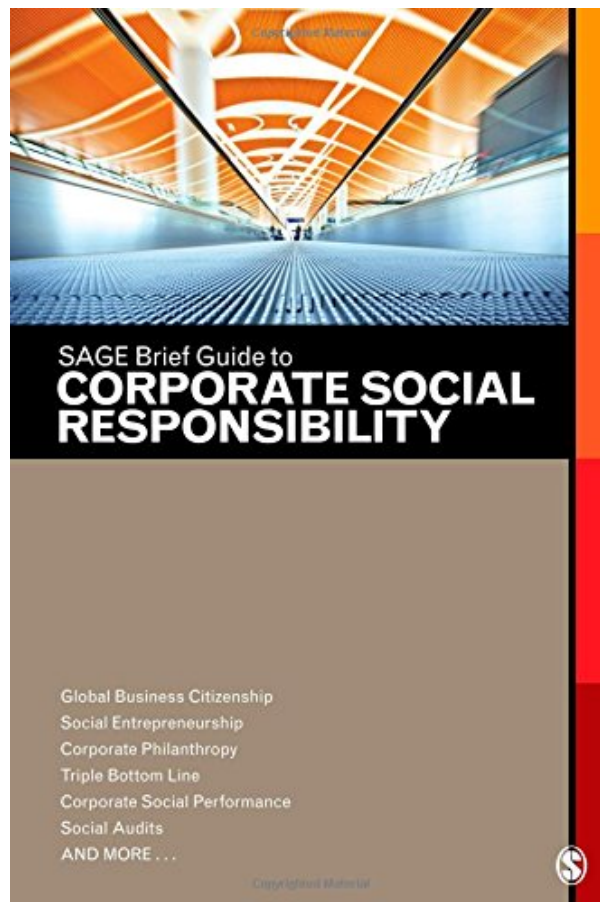
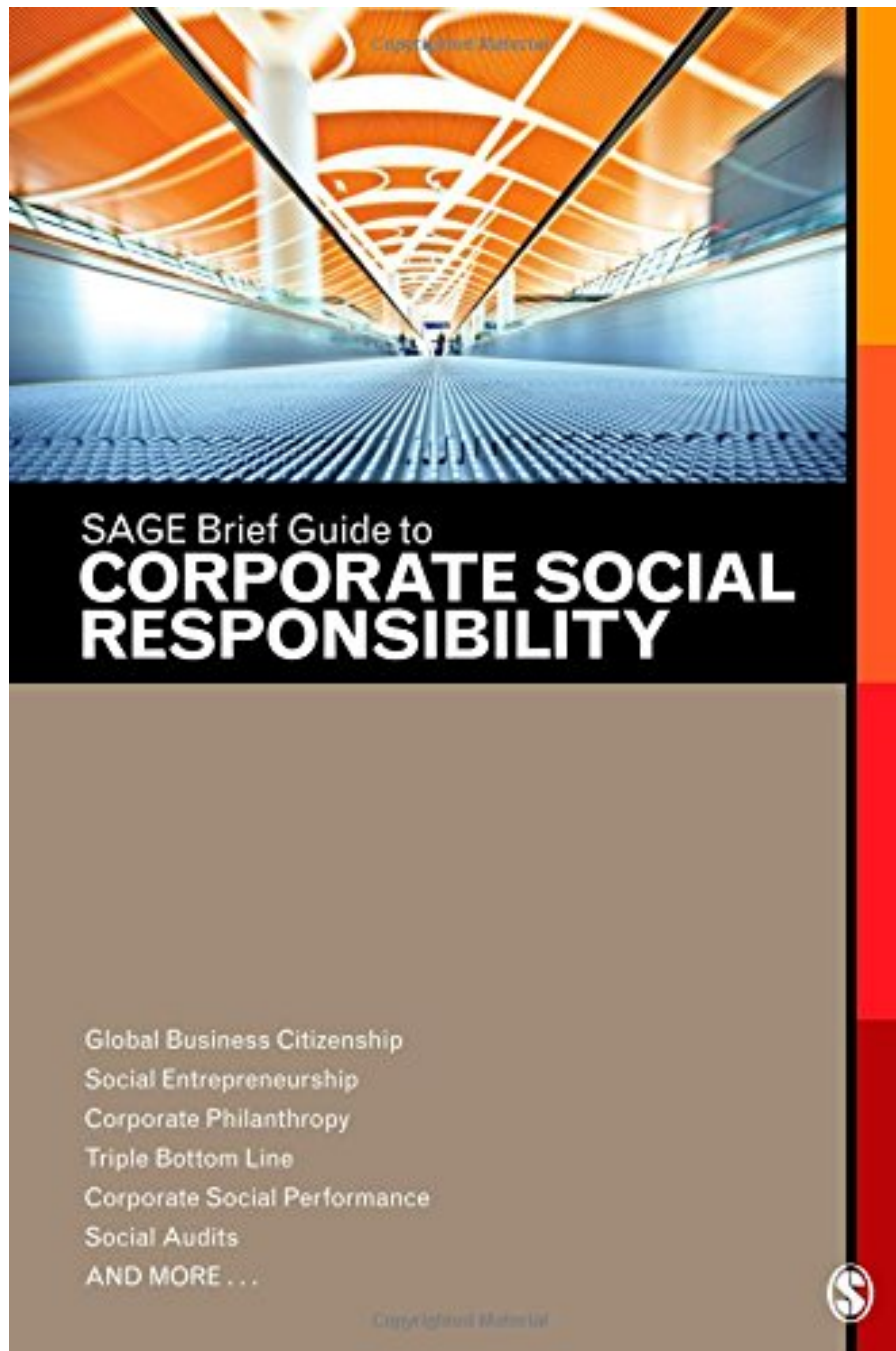


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"[This book] provides a quick and useful guide to help readers learn in the most recent trends in corporate social responsibility practice and research by presenting a wide ranging collection of key terms and concepts...It is easy to read and to learn quickly what key concepts are used and discussed in both academia and industry." (Soojin Kim Communication Booknotes Quarterly 2012-12-14)

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This guide to corporate social responsibility (CSR) provides discussion of key concepts in a short, easy-to-use format. It is divided into sections on key terms, the global stage, corporate governance, corporate social responsiveness, public relations and philanthropy, and implications for corporate financial performance. It is an ideal supplement for business courses or as a reference for students and practitioners who would like to learn more about the basics of CSR.

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