

Corporate Social Responsibility

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„Corporate Social Responsibility (CSR) is the management issue for the coming years“ - so at least the participants in the recent World Economic Forum in Davos said in there survey.

But what is CSR really about? This book for the first time gives a complete overview of Corporate Social Responsibility (CSR) while offering concrete practical applications. Not only stakeholders from all sides comment on the topic, but also international companies, local SMEs and NGOs and the Catholic Church.

First of all the book gives a profound overview of European and global discussion of the topic and practical implementation tips. The included CSR guide provides the first concrete opportunity to immediately apply the management system of CSR in practice. The reader not only gets an overview of the entire span of this complex subject, but at the same time a manual for the future implementation of CSR.