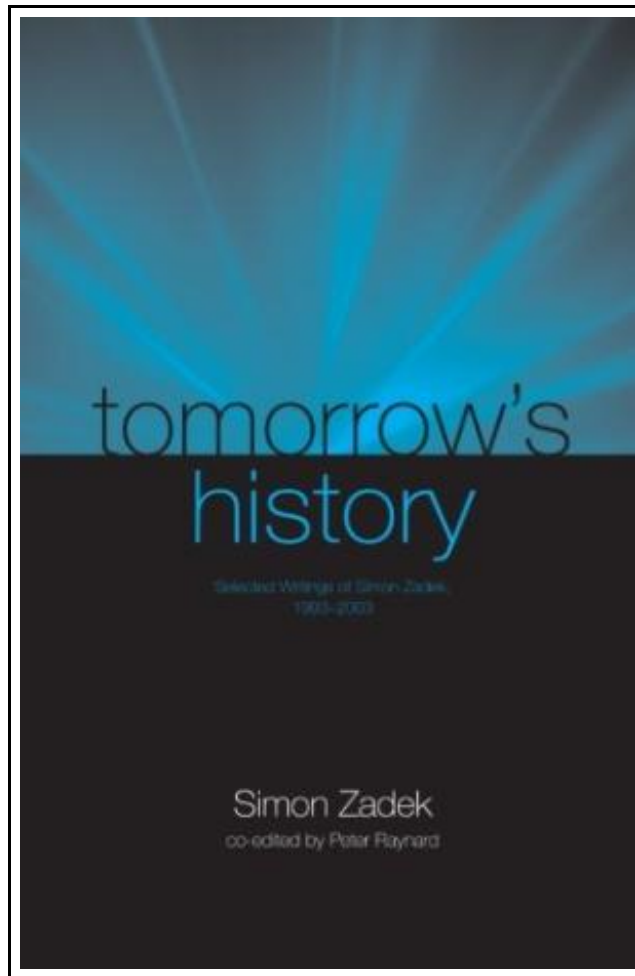


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Greenleaf Publishing. Paperback. Book Condition: new. BRAND NEW, Tomorrow's History: Selected Writings of Simon Zadek 1993-2003, Simon Zadek, Peter Raynard, The last ten years have seen an extraordinary transformation in how business has to account for itself. Today, the air is thick with the buzz of corporate responsibility (CR) leaders, innovators and practitioners. Conferences and publications on the topic are in abundance: the tip of an iceberg that has become a fast-growth industry. Many of those companies and service providers most vocal in distancing themselves from early experimentation have proved the strongest advocates of sustainability reporting, often winning applause and coveted awards in the process. Even companies from controversial sectors such as alcohol, cigarettes and gambling have joined the party - running up bills of tens of millions of dollars in demonstrating their new-found faith for CR. It has not always been like this. As one of the architects of the burgeoning CR movement, Simon Zadek has always been a prolific writer and contributor of ideas. The evolution of his thoughts on new economics, corporate accountability, stakeholder dialogue, social and ethical auditing and reporting have attracted consistent attention - never more than today. In this unique anthology, Zadek crystallises his key work from the last decade into a coherent and fascinating whole, which, read together, provide a context, lens and early history lesson on how CR has become one of the defining business issues of the 21st century. The writings reflect Zadek's involvement with organisations such as the New Economics Foundation, a pioneer in the development of social auditing, sustainability indicators, community finance and much more. They illustrate his contribution in setting up the Ethical Trading Initiative, and AccountAbility (where he is presently the CEO), in working with companies such as The Body Shop and Ben & Jerry's through to...

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