

Corporate Social Opportunity!: Seven Steps to Make Corporate Social Responsibility Work for Your Business



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Reviews

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(Mr. Ari Powlowski)

CORPORATE SOCIAL OPPORTUNITY!: SEVEN STEPS TO MAKE CORPORATE SOCIAL RESPONSIBILITY WORK FOR YOUR BUSINESS



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Greenleaf Publishing. Paperback. Book Condition: new. BRAND NEW, Corporate Social Opportunity!: Seven Steps to Make Corporate Social Responsibility Work for Your Business, David Grayson, Adrian Hodges, Don't be misled by the word social in the title. This is a book about how to improve corporate performance and gain competitive advantage. In Corporate Social Opportunity! Grayson and Hodges challenge perceived wisdom that adherence by business to corporate social responsibility (CSR) is a zero-sum game where the impact on companies is added costs and extra regulatory burden. From their unique vantage point working with leaders of global businesses and of local communities, the authors explain how powerful drivers forcing companies to adopt stringent social, ethical and environmental standards simultaneously create largely untapped opportunities for product innovation, market development and non-traditional business models. The key to exploiting these opportunities lies in building CSR into business strategy, not adding it on to business operations. With examples from 200 companies to illustrate their case, they outline both in theory and practice a seven-step process managers can apply to assess the implications of CSR on their business strategy and identify their own corporate social opportunities. Business is operating in a whirlwind of interacting global forces: revolutionary developments in communications and technology, significant changes in markets, shifts in demographics, and a transformation of personal values. The fallout from these forces is the underlying reason that corporate social responsibility has come of age. These global forces have led to a number of issues-such as ecology and environment, human rights and diversity, health and well-being, and communities-becoming potential liabilities for companies. Once regarded as 'soft' management issues, they are now increasingly recognised as hard to predict and hard for the business to deal with when they go wrong. Corporate Social Opportunity!, by the authors of the best-selling Everybody's Business...



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