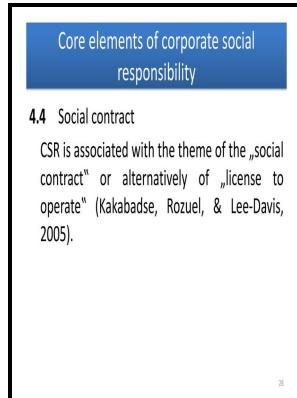


# Contention and corporate social responsibility

**Cambridge University Press - Contention and Corporate Social Responsibility (Cambridge Studies in Contentious Politics)**

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Notes: Includes bibliographical references and index.  
This edition was published in 2009



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Tags: #Contention #and #Corporate #Social #Responsibility #: #Sarah #A. #Soule #: #9780521727068

**metrics.learnindialearn.in: Contention and Corporate Social Responsibility (Cambridge Studies in Contentious Politics) (9780521727068): Soule, Sarah A.: Books**

It is innovative contribution to the fast growing confluence between social movement theory and organizational studies and mandatory reading for the novice and the expert. Many studies analyze activism against specific corporate policies and actions. This agenda-setting book will quickly become required reading for scholars, activists, and executives eager for a fuller understanding of the historical trajectory of anti-corporate social movements and their role in shaping socially responsible practices in the global economic arena.

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Many studies analyze activism against specific corporate policies and actions.

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Although activists have always been distrustful of corporations and sought to change them, until the 1970s and 1980s, this was primarily accomplished via seeking government regulation of corporations or via organized labor. The study of management crisis originated with the large scale industrial and environmental disaster in the 1980, it is considered to be the most important process in public relations and corporate social responsibilities.

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