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



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...

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- Authored by David Grayson, Adrian Hodges
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