



Social Responsibilities of the Businessman

By Howard R. Bowen

University of Iowa Press, United States, 2013. Paperback. Book Condition: New. Reprint. 202 x 146 mm. Language: English . Brand New Book. Corporate social responsibility (CSR) expresses a fundamental morality in the way a company behaves toward society. It follows ethical behaviour toward stakeholders and recognises the spirit of the legal and regulatory environment. The idea of CSR gained momentum in the late 1950s and 1960s with the expansion of large conglomerate corporations and became a popular subject in the 1980s with R. Edward Freeman's Strategic Management: A Stakeholder Approach and the many key works of Archie B. Carroll, Peter F. Drucker, and others. In the wake of the financial crisis of 2008-2010, CSR has again become a focus for evaluating corporate behaviour. First published in 1953, Howard R. Bowen's Social Responsibilities of the Businessman was the first comprehensive discussion of business ethics and social responsibility. It created a foundation by which business executives and academics could consider the subjects as part of strategic planning and managerial decision-making. Though written in another era, it is regularly and increasingly cited because of its relevance to the current ethical issues of business operations in the United States. Many experts believe...



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Reviews

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This publication is great. It is full of wisdom and knowledge. You will not really feel monotony at any time of the time (that's what catalogs are for relating to when you ask me).

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