

Corporate social responsibility

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Reviews

Here is the very best book i have study until now. It is rally fascinating throgh looking at period of time. It is extremely difficult to leave it before concluding, once you begin to read the book. (Dr. Blaze Runolfsson IV)

CORPORATE SOCIAL RESPONSIBILITY



Grin Verlag Aug 2008, 2008. Taschenbuch. Book Condition: Neu. 210x148x3 mm. This item is printed on demand - Print on Demand Titel. - Seminar paper from the year 2005 in the subject Organisation and Administration, printed single-sided, grade: 1,3, University of applied sciences, Neuss, course: Marketing, 17 entries in the bibliography, language: English, abstract: 'Corporate Social Responsibility', or CSR for short, is the buzzword for company svoluntary initiatives involving a number of various activities and company s programs.But the question is what does Corporate Social Responsibility really means and how isit implemented in German companies Expectations are growing as the public at largeand, increasingly, the financial markets want to know not just what a company doeswith its profits, but also how it earns them. This assignment examines first in what extend ethical aspects are an essential condition for the justification of Corporate Social Responsibility. Therefore the basicaspects of CSR and the paradigms to ethics will be discussed in the first part.Afterwards before examining the situation of CSR in the German businesseslandscape, the main elements to build up a program focussing on social responsibility will be listed. Then with the insight of what drives a CSR program, the question how isit implemented in German companies in order to meet stakeholders expectations willbe answered. Several surveys conducted by agencies and the German ministry will be he basis for an objective reflection of the situation in Germany and illustrating thevariety of initiatives and commitments. Final regards on the problems and risksconnected with Corporate Social Responsibility are mentioned to close up the study. If you follow the literature and daily press, marketers are verifying their relationshipswith social values and responsibilities. Philip Kotler is pointing out in his Principles of Marketing that as the worldwide consumerism and environmentalism movementsmature, today s marketers are being called upon to take greater responsibility...

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