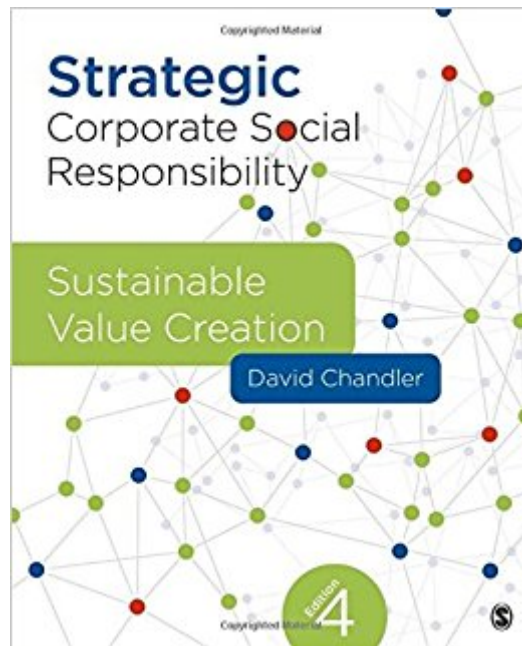


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Strategic Corporate Social Responsibility: Sustainable Value Creation



Synopsis

Strategic Corporate Social Responsibility: Sustainable Value Creation redefines corporate social responsibility (CSR) as being central to the value-creating purpose of the firm. Based on a theory of empowered stakeholders, this bestselling text argues that the "responsibility" of a corporation is to create value, broadly defined. In this new Fourth Edition, author David Chandler explores why some firms are better at CSR and how other firms can improve their CSR efforts. Keep your course content up-to-date! Subscribe to David Chandler's 'CSR Newsletters' by e-mailing him at david.chandler@ucdenver.edu. The newsletters are designed to be a dynamic complement to the text that can be used for in-class discussion and debate. Past newsletters are archived as a freely-available resource for instructors and students at: <http://strategiccsr-sage.blogspot.com/>

Book Information

Paperback: 488 pages

Publisher: SAGE Publications, Inc; 4th ed. edition (June 30, 2016)

Language: English

ISBN-10: 1506310990

ISBN-13: 978-1506310992

Product Dimensions: 7.5 x 0.9 x 9.2 inches

Shipping Weight: 1.8 pounds (View shipping rates and policies)

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