



The A to Z of Corporate Social Responsibility: A Complete Reference Guide to Concepts, Codes and Organisations

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DESCRIPTION

This is the world's first complete reference on CSR, compiled by the Institute for Corporate Cultural Affairs (the ICCA). The entries have been written by leading experts, leading global thinkers and CSR practitioners.

In these pages lie the answers to questions such as:

- What do we mean by CSR?
- In what way are organizations viewed as citizens of the countries in which they operate?
- How does a company know when it is operating in a sustainable way
- What is ethical investment?

The reference also lists and describes the most important organizations and landmarks in the field of CSR.

The book comprises 339 terms, which are split into core concepts, key words and definitions to form the standard reference for managers, academics, teachers, students, officials and volunteers in the field of CSR.

This is a timely and innovative contribution to the field of Corporate Social Responsibility – the definitive terminology reference on CSR, business society relations and the organizations and standards in the field.

ABOUT THE AUTHOR

Dr Wayne Visser is Research Director at the University of Cambridge Programme for Industry and is responsible for spearheading a programme of research into sustainability leadership, learning and change. He is the author of four books, including three on the social, environmental and ethical responsibilities of business, one of which was also made into a leadership training video, as well as numerous articles and conference papers. He has lectured on corporate responsibility and sustainability at universities in Finland (Turku), South Africa (Cape Town, Rhodes and Stellenbosch) and the UK (Cambridge, Cardiff and Nottingham), including teaching a module on CSR in Developing Countries. Prior to joining Cambridge Programme for Industry, Wayne was Director of Sustainability Services for KPMG and Strategy Analyst for CAP Gemini in South Africa.

Professor Dirk Matten holds the Hewlett-Packard Chair in Corporate Social Responsibility and is a Professor of Policy at the Schulich School of Business, York University, Toronto. Until 2006, he had a chair in business ethics and was director of a research centre on sustainability issues at the Royal Holloway College of the University of London, UK. He has 12 books and edited collections and more than 150 journal articles, book chapters and conference papers to his name. Prof. Matten has taught and undertaken research at academic institutions in Australia, Belgium, Britain, Canada, the Czech Republic, France, Germany, Italy and the US. His work has won numerous international awards, most recently the ‘Max Weber Textbook Award’ of the Institut der Deutschen Wirtschaft, awarded by Germany’s deputy chancellor Franz Müntefering in November 2006 in Berlin.

Professor Manfred Pohl is the founder and CEO of the Institute for Corporate Culture Affairs (ICCA). Born in Bliesransbach, Germany, in 1944, he received his PhD in History from the University of Saarbrücken, Germany, in 1972. Since 1972 he has been an Honorary Professor at the University of Frankfurt. He is currently the Deputy Chairman of the European Association for Banking History e.V and of Konvent für Deutschland e.V. In October 2001 he received the European Award for Culture at the European Parliament in Strasbourg. From June 2002 Manfred Pohl was head of the Corporate Cultural Affairs department at Deutsche Bank in Frankfurt, responsible for all cultural activities as well as charitable donations and sponsoring within Deutsche Bank globally before retiring in May 2007. Prof. Pohl has written over a hundred books, articles and monographs on topics as varied as business history, culture, politics, ethics and travel.

Nick Tolhurst is Managing Director of the Institute for Corporate Culture Affairs (ICCA) which he joined in April 2004. Before joining ICCA, Nick Tolhurst worked for the British Foreign Ministry in Germany, advising British companies in Germany and German companies investing in the UK. Previously, Nick Tolhurst worked for the European Commission at DG II (Economics and

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