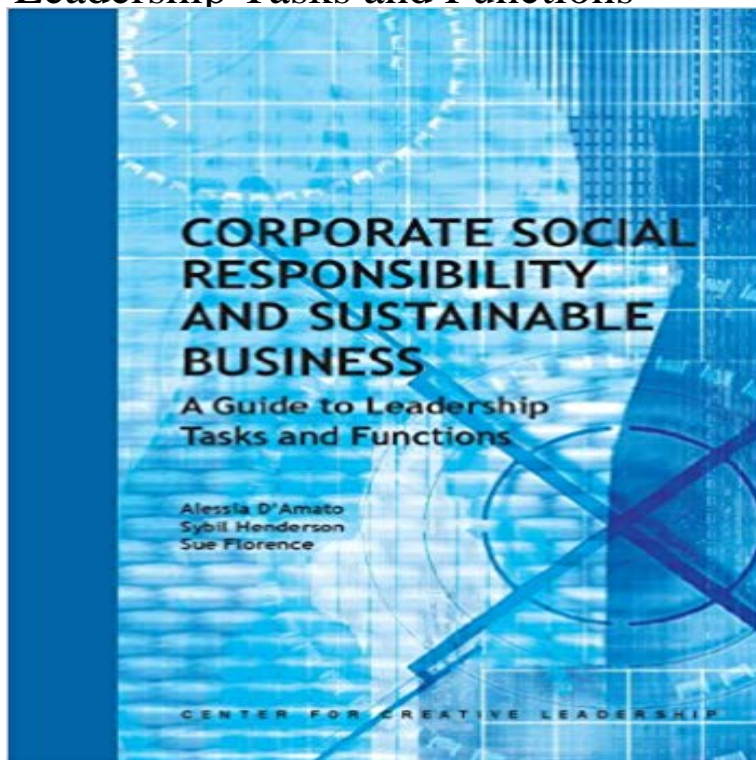


Corporate Social Responsibility and Sustainable Business: A Guide to Leadership Tasks and Functions



Organizations have developed a variety of strategies for dealing with the intersection of societal needs, the natural environment, and corresponding business imperatives. At one end of the continuum are organizations that do not acknowledge any responsibility to society and the environment. And on the other end of the continuum are those organizations that view their operations as having a significant impact as well as reliance on society at the economic, social, and ecological levels. This sourcebook presents current knowledge related to what has become known as corporate social responsibility (CSR). Ongoing research reveals that a variety of strategies, alliances and partnerships, and approaches are being used around the globe to respond to issues of CSR. The aspiration of many corporations to contribute to a better world is great, but translating that aspiration into reality remains a challenge for organizations the world over.

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