



Mainstreaming Corporate Responsibility

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Corporate Responsibility (CR) has never been more prominent on the corporate agenda. More companies are coming to understand that it is in their economic interest to address social and environmental impacts in a manner that is integrated with their operations. CR encompasses issues such as sustainability (meeting the needs of the present without compromising the ability of future generations to meet their needs), stakeholder management, and corporate governance, as well as corporate philanthropy. Mainstreaming Corporate Responsibility takes an innovative approach to CSR. Based around case studies commissioned by EABIS, the book is structured around major subject areas in the business school curriculum. It provides a chapter on the relevance of CR to each subject area and identify CR issues to be addressed.

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