



The Strategic Importance of Corporate Social Responsibility

By Timo Wilhelm Rang

GRIN Verlag Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 211x146x7 mm. This item is printed on demand - Print on Demand Neuware - Bachelor Thesis from the year 2010 in the subject Business economics - Business Ethics, Corporate Ethics, grade: 1,3, Otto-von-Guericke-University Magdeburg (Lehrstuhl für Internationales Management / Institut für Philosophie), language: English, abstract: Profit is as necessary as the air we breathe, but it would be terrible if we worked only to make a profit, just as it would be terrible if we lived only to breathe. (Hermann Josef Abs, former CEO of Deutsche Bank)1. Introduction: From the Honorable Merchant to the Responsibilities of Multinational Companies2. Business Ethics: The Creative Tension between Entrepreneurial Freedom and Moral Constraint2.1 The Company as a Corporative Actor 2.2 Moral and Profit: Two Antithetical Concepts 2.3 Globalization: Economic Chances and Ethical Challenges2.3.1 The Importance of Human Rights for CSR2.3.2 Benchmarking CSR: The UN Global Compact3. Strategic Corporate Social Responsibility3.1 Hurdles to Effective CSR3.2 Strategic Planning and Strategy Realization3.2.1 The Responsibilities of a Company3.2.2 The Intersections of Business and Society3.2.3 Responsive CSR contra Proactive CSR3.2.4 Strategic Corporate Philanthropy3.3 Supply Chain Sustainability and Context Improvement: The CSR Strategy of Nestlé in India4. ConclusionThe first chapter examines...



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