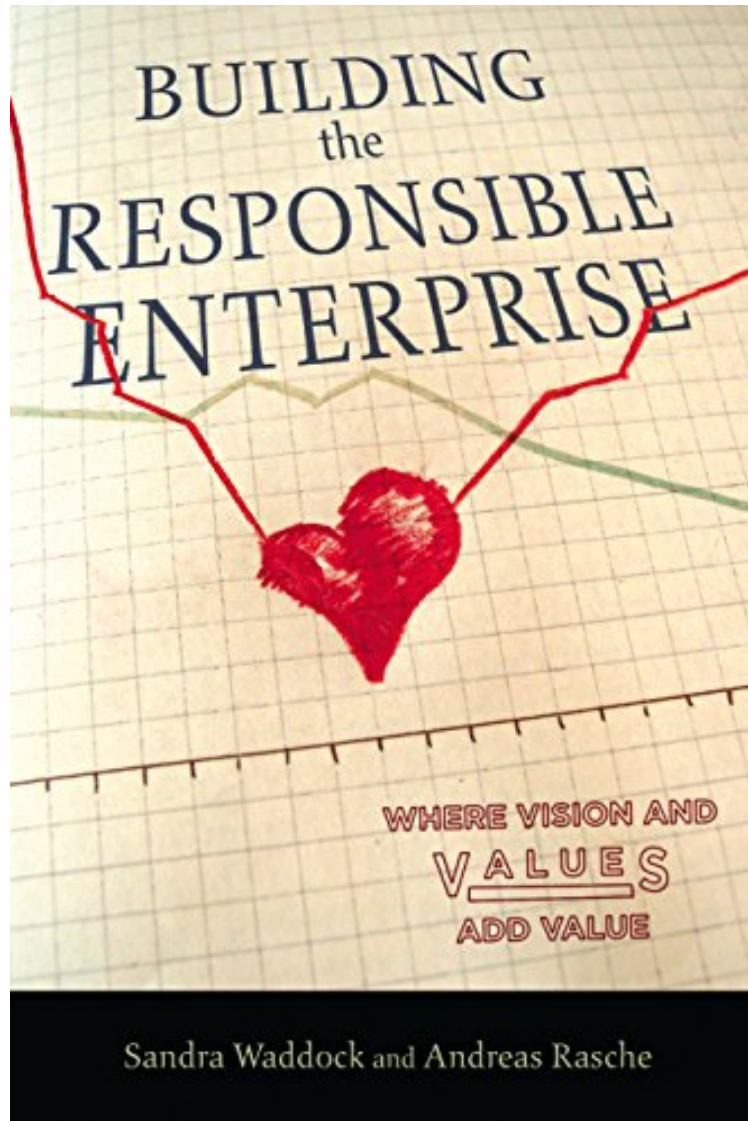


[Read download] Building the Responsible Enterprise: Where Vision and Values Add Value (Stanford Business Books (Paperback))

Building the Responsible Enterprise: Where Vision and Values Add Value (Stanford Business Books (Paperback))

Sandra Waddock, Andreas Rasche
DOC | *audiobook | ebooks | Download PDF | ePub



DOWNLOAD



READ ONLINE

#1724051 in eBooks 2012-06-13 2012-06-13File Name: B00838XMX8 | File size: 15.Mb

Sandra Waddock, Andreas Rasche : Building the Responsible Enterprise: Where Vision and Values Add Value (Stanford Business Books (Paperback)) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Building the Responsible Enterprise: Where Vision and Values Add Value (Stanford Business Books (Paperback)):

Building the Responsible Enterprise provides students and practitioners with a practical, yet academically rooted, introduction to the state-of-the-art in sustainability and corporate social responsibility. The book consists of four parts, highlighting different aspects of corporate responsibility. Part I discusses the context in which corporate responsibility occurs. Part II looks at three critical issues: the development of vision at the individual and organizational levels, the integration of values into the responsible enterprise, and the ways that these building blocks create added value for a firm. Part III highlights the actual management practices that enable enterprises to achieve excellence, focusing on the roles that stakeholder relationships play in improving performance. The book concludes with a conversation about responsible management in the global village, examining the emerging infrastructure in which enterprise finds itself today. Throughout the text, cases exemplify key concepts and highlight companies that are guiding us into tomorrow's business environment.

"Waddock and Rasche expertly mix theory with practicality to introduce students and practitioners to corporate social responsibility and how it is developed and applied in companies . . . [T]his work brings a much-needed perspective to the sustainability discussion. It is a very timely and comprehensible read, even given its attention to academic literature. The authors present research findings in a readable fashion, lacing the details of studies with current examples to make the mundane come to life . . . Recommended." (B. B. Vitali CHOICE)"This is a timely book. Not only does it synthesize the work of many, but also it has the potential to shift the conversation about 'corporate social responsibility' from the periphery into the mainstream where 'corporate responsibility' is the future. It is an excellent resource for students and scholars." (R. Edward Freeman)"In their must-read book, Sandra Waddock and Andreas Rasche make a compelling case for value-creation through values. It confirms: infusing enterprises with a vision of sustainability is an indispensable ingredient for long-term success." (Georg Kell Executive Director of the UN Global Compact)"This book is extremely readable without sacrificing attention to relevant studies. It does a wonderful job of translating research for those who do not spend their professional lives immersed in this topic." (Ann Buchholtz)About the AuthorSandra Waddock is Galligan Chair of Strategy, Professor of Management, and Carroll School Scholar of Corporate Responsibility at Boston College. Andreas Rasche is Professor of Business in Society at Copenhagen Business School.