

(Ebook pdf) Business and Community: The Story of Corporate Social Responsibility in India

Business and Community: The Story of Corporate Social Responsibility in India

Pushpa Sundar

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Pushpa Sundar


Business & Community

Evolution of Corporate Social Responsibility in India

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Pushpa Sundar : Business and Community: The Story of Corporate Social Responsibility in India before purchasing it in order to gage whether or not it would be worth my time, and all praised Business and Community: The Story of Corporate Social Responsibility in India:

Business and Community is a historical narrative which also highlights emerging critical issues and the achievements as well as deficits of Indian CSR. Its objectives are threefold:- To enhance public knowledge, understanding and appreciation of what Indian business has contributed to society- To enthuse the business community as a whole, especially the younger generation, by highlighting exemplary individuals/companies in the history of Indian CSR - To identify the factors which inhibit or encourage CSR so as to enable business and government to take appropriate action. Written in a simple, non-jargonistic language, it is easy to understand without being simplistic. Its extensive bibliography will be useful for further research.

In this book, Pushpa Sundar's approach is refreshingly different for several reasons, and so merits the serious attention of lay readers as well as of the corporate world and management community...it is well organised and written with simplicity, clarity and felicity with language...the historical section of the book is both interesting and thought provoking.... this is an excellent work which amply justifies the expectations. Sundar has collected and organised material logically and convincingly.