

The Price Of Profit Rethinking Corporate Social Responsibility English Edition By Jason Wicks

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The Price of Profit is an exciting new book in the field of Corporate Social Responsibility (CSR). Offering a pragmatic, three step approach for companies of all sizes to become successful while making the world a better place. The book is perfect for:- CSR professionals- CSR consultants- Small/Medium sized business owners- Social entrepreneurs - Business/CSR students After reading this book, you will understand:- What 'successful CSR' really means- The three criteria that firms must meet to achieve this success- How each of these three criteria can be implemented

Back Cover Blurb: "We live in a world where businesses are forced to choose between 'doing good' and making money. Those that chase profit over everything else are the ones that grow, leaving the wider interests of society in their wake. But times are changing. A consumer revolution is taking place, and it's the firms that don't do their bit that stand to lose out. The Price of Profit puts forward a clear plan for those that don't wish to make such a moral sacrifice, paving the way for a new era of conscious capitalism."

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social performance and corporate financial performance and finds no indication that corporate social investments systematically decrease. We propose that corporations should be subject to a legal obligation to identify and internalise their social costs or negative externalities our proposal reframes corporate social responsibility csr as obligated inte rnalisation of social costs and relies on reflexive governance through mandated hybrid fora we argue that our approach advances theory as well as practice and policy by. According to andy last of the uk based

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