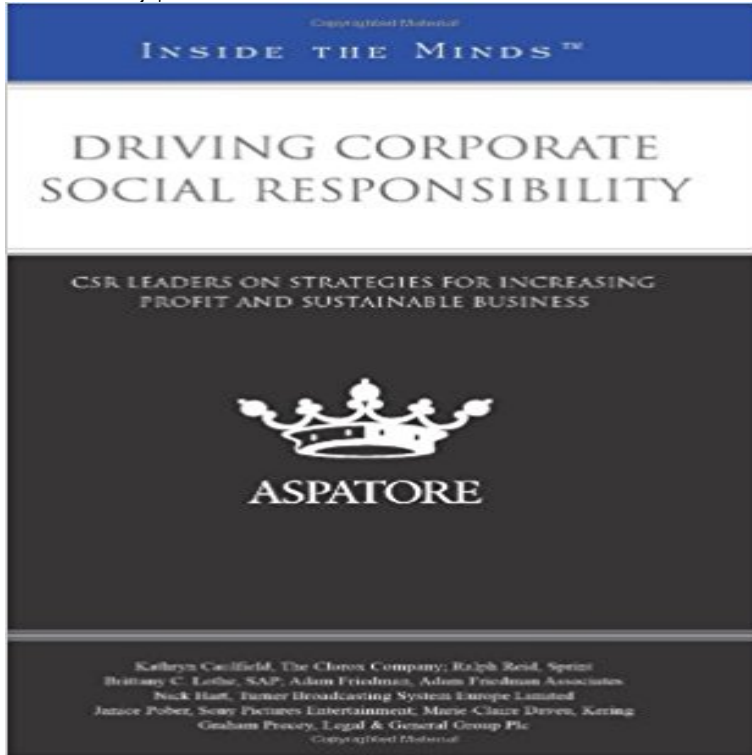


Driving Corporate Social Responsibility: CSR Leaders on Strategies for Driving Profit and Sustainable Business (Inside the Minds)



Driving Corporate Social Responsibility provides an authoritative, insiders perspective on establishing strategies that drive business goals while promoting sustainability and positive corporate citizenship across the company. Featuring leaders in this field from major companies around the world, this book addresses key topics such as reducing the companys carbon footprint, aligning with relevant charities, implementing company-wide programs, communicating with stakeholders, and working across the organization to make decisions in line with the companys values. From assessing company goals and selecting suitable causes to engaging employees and investors, these executives share their insight on the many considerations necessary for successful CSR strategy implementation. Additionally, these authors discuss the potential challenges of corporate social responsibility initiatives, such as difficulty obtaining executive buy-in, failing to integrate programs with company goals, and inadequate evaluation of costs and benefits, and give suggestions for overcoming these challenges. The different backgrounds represented and the breadth of perspectives presented enable readers to get inside some of the leading minds in this emerging field, as these top executives offer their thoughts on creating strategies to drive both company success and corporate citizenship. Inside the Minds provides readers with proven business and legal intelligence from leading C-Level executives and lawyers. Each chapter offers thought leadership and expert analysis on an industry, profession, or topic, providing a future-oriented perspective and proven strategies for success. Each author has been selected based on their experience and C-Level standing within the business and legal communities. Chapters Include: 1. Kathryn Caulfield, Vice President, Global

Corporate Communications, Corporate Responsibility & Crisis Management, The Clorox Company - Transparently Linking Business-Driven Corporate Responsibility to Value Creation 2. Ralph Reid, Vice President, Corporate Social Responsibility, and President, The Sprint Foundation, Sprint - Driving Corporate Social Responsibility Through Technology and Innovation 3. Brittany C. Lothe, Head, Corporate Social Responsibility, SAP - Doing Well, While Doing Good...Revolutionized 4. Adam Friedman, Principal, Adam Friedman Associates - The ROI of Corporate Responsibility 5. Nick Hart, Head, Corporate Social Responsibility, Turner Broadcasting System Europe Limited - Engaging Company Assets for Corporate Social Responsibility 6. Janice Pober, Senior Vice President, Global Corporate Social Responsibility, Sony Pictures Entertainment - Creative Community: Building CSR from the Studio Lot Up 7. Marie-Claire Daveu, Chief Sustainability Officer and Head, International Institutional Affairs, Kering - Building Sustainability into the Core of the Business to Create Value 8. Graham Precey, Head, Corporate Responsibility and Ethics, Legal & General Group Plc - Can a Corporation Ever Be Socially Useful?

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Driving Corporate Social Responsibility: Csr Leaders on Strategies Driving Corporate Social Responsibility: CSR Leaders on Strategies for Driving Profit and Sustainable Business (Inside the Minds). by Aspatore **The True Value of CSR: Corporate Identity and Stakeholder Perceptions - Google Books Result** Driving corporate social responsibility : CSR leaders on strategies for increasing profit and sustainable business. insiders perspective on establishing strategies that drive business goals while promoting sustainability and positive corporate . enable readers to get inside some of the leading minds in this emerging field, **Driving corporate social responsibility : CSR leaders on strategies** Driving Corporate Social Responsibility: Csr Leaders on Strategies for Driving Profit and Sustainable Business (Inside the Minds) Paperback Feb 2014. **Driving Corporate Social Responsibility: Csr Leaders on Strategies** Driving Corporate Social Responsibility: CSR Leaders On Strategies. For Driving Profit And Sustainable

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