

# International Business-society Management - Rob Van Tulder

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The number of books on Business-Society Management, Business Ethics and Corporate Communication has seen an exponential growth, but most do not treat the issues, strategies and societal interaction in a homogenous manner. At last, here is a book that does just that. "International Business-Society Management" covers conflicts in which primarily large multinationals were targeted by non-governmental organizations. The conflicts surrounding Burma, blood diamonds, child labor, oil spills, food safety, patents on HIV/AIDS medication and labor rights, have resulted in a large number of disciplining activities. The authors formulate clear conditions for effective functioning of the reputation mechanism and of (self) regulation. Drawing on a wealth of experience both in research and teaching, the authors have developed a text that integrates reputation, responsibility, ethics and accountability. Clearly constructed around a carefully designed framework including an in-depth analysis of the issues, fascinating cases to illustrate the theory in practice and providing the reader with a strategic point of view, "International Business-Society Management" is a must-have book for all those studying or teaching business ethics, reputation, public relations, corporate social responsibility or corporate accountability. Words: child labor Author: van Tulder, Rob Publisher: Routledge Illustration: N Language: ENG Title: International Business-Society Management Pages: 00000 (Encrypted PDF) On Sale: 2005-12-31 SKU-13/ISBN: 9780415342414 Category: Business & Economics : Economics - General

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