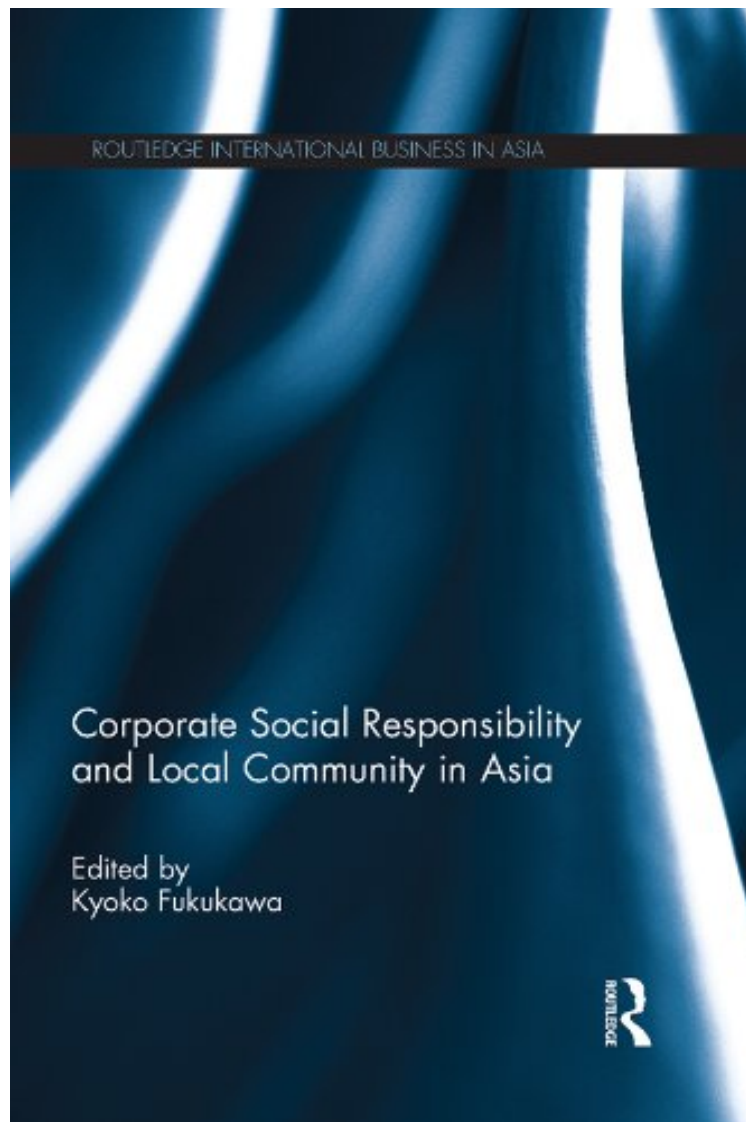


[Mobile ebook] Corporate Social Responsibility and Local Community in Asia (Routledge International Business in Asia)

Corporate Social Responsibility and Local Community in Asia (Routledge International Business in Asia)

From Routledge

*DOC / *audiobook / ebooks / Download PDF / ePub*



DOWNLOAD



+

READ ONLINE

2014-04-03 2014-04-03 File Name: B00JGQ5TLO | File size: 22.Mb

From Routledge : Corporate Social Responsibility and Local Community in Asia (Routledge International Business in Asia) before purchasing it in order to gage whether or not it would be worth my time, and all praised Corporate Social Responsibility and Local Community in Asia (Routledge International Business in Asia):

The idea of corporations exercising corporate social responsibility has spread from the West and is now firmly embedded in Asian countries and in Asian corporations. The latest trend in corporate social responsibility, evident also in Asia, is for corporations to apply corporate social responsibility to local communities and to those at the bottom of the social hierarchy. This book explores corporations' social responsibility engagement with local communities in a range of Asian countries. It provides examples of corporate social responsibility in a wide range of industrial sectors, focuses extensively on "social enterprises" and on governments' and corporations' schemes to encourage them, considers how relations with employees and with local workforces fit into the pattern of corporate social responsibility, and discusses the question as to how far corporations engage with local communities as a way of developing new markets for their products.

About the Author Kyoko Fukukawa is a Senior Lecturer in Marketing at Bradford University School of Management, UK.