

Corporate Social Responsibility

Esben Rg Pedersen

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*Shortlisted in the Management and Leadership Textbook Category at CMI Management Book of the Year Awards 2016*Instructorsnbsp;-nbsp;Electronic inspection copiesnbsp;are available ornbsp;contact your local sales representativenbsp;for an inspection copy of the print version.Why has CSR become part of the mainstream business and academic agenda in the 21st century?nbsp;How can CSR be fully integrated in business strategy and day-to-day operations?nbsp;Do companies become more vulnerable to criticism from stakeholders if they make public their commitment to CSR?These are just some of the questions and challenges explored in this exciting new textbook. Readers will not only gain comprehensive knowledge and understanding of the history of CSR, the key CSR drivers, the main theoretical CSR perspectives and the dominant CSR practices found in the business community, they will also, more crucially, learn how to implement CSR in practice.Written and edited by leading academics in the field,

Corporate Social Responsibility is an engaging and accessible text designed for any student seeking an introduction to this complex and ambiguous subject. Esben Pedersen is Professor at the CBS Center for Corporate Social Responsibility, Copenhagen Business School. Visit the Companion Website [at https://study.sagepub.com/pedersen](https://study.sagepub.com/pedersen) for annotated web links, free full-text journal articles and more.

This is a wonderful, rich yet accessible introduction to corporate social responsibility that exemplifies the relevance of CSR across the fields of business and management studies--Stephen Brammer Corporate Social Responsibility by Esben Pederson gives an excellent overview of our current understanding of CSR. It is practical for managers who are considering how to implement responsible management practices into the daily operations of companies, and it gives students a clear picture of why and how CSR is connected to the core activities of companies--Ketill Berg Magnusson "This book is a much needed addition to the field for academic and practitioners teaching in the field of Corporate Social Responsibility (CSR). It is clear and concise, with individual chapters easy to assign as class readings covering the basics of each highly relevant topic. I trust the book will be widely used in teaching as well as it will find an audience with CSR practitioners and researchers looking for an overview and update on specific issues--Anne Mette Christiansen This is a very valuable and substantial resource for learning about CSR. It combines scholarly grounding with practical insights, particularly through the case studies and discussion questions. It is well-organized, particularly through the focus on key internal and external challenges. It is upbeat but also critical --Jeremy Moon This book is a breath of fresh air in the panoply of CSR textbooks. It has a very welcome, distinctively European flavour and is unencumbered by the need to repeat the subjects and topics of other texts. Corporate Social Responsibility will meet the needs of those who want to understand CSR from the viewpoint of both inside and outside of the corporation, and from the perspective of supply chains, NGOs and Government. --Laura Spence This book is a much needed addition to the field for academic and practitioners teaching in the field of Corporate Social Responsibility (CSR). It is clear and concise, with individual chapters easy to assign as class readings covering the basics of each highly relevant topic. I trust the book will be widely used in teaching as well as it will find an audience with CSR practitioners and researchers looking for an overview and update on specific issues--Anne Mette Christiansen Esben Pedersen has gathered an able crew to navigate curious students around the world of CSR in 300 pages. Asking questions is the first and most important step to practice leadership in CSR, and in this anthology the reader will find answers to the most pertinent questions about what corporate social responsibility is, and isn't, where it came from and where it may be heading. Admirably up to date and with impressive and authoritative reference lists for those with an appetite to dive in, Pedersen and his colleagues set out to inspire more people to practice leadership in this discipline of dealing with 'wicked' problems. The short, snappy cases bring theories to life and illustrate the point. It starts with people asking questions. And deciding to act on what they learn. That's CSR in a nutshell. --Susanne Stormer This book is a breath of fresh air in the panoply of CSR textbooks. It has a very welcome, distinctively European flavour and is unencumbered by the need to repeat the subjects and topics of other texts. Corporate Social Responsibility will meet the needs of those who want to understand CSR from the viewpoint of both inside and outside of the corporation, and from the perspective of supply chains, NGOs and Government. --Laura Spence Corporate social responsibility has taken a key position on the agenda of managers and academics over the past decades. Esben Rahbek Gjerdrum Pedersen and colleagues brilliantly develop a fresh and thoughtful perspective on this critical issue. Building on their rich research and experience, the authors offer both theoretical and practical advice. Anyone interested in gaining a foothold on the mountain of literature on corporate social responsibility will find this well-timed book a rich source of ideas and inspiration. --Adam Lindgreen This is a wonderful, rich yet accessible introduction to corporate social responsibility that exemplifies the relevance of CSR across the fields of business and management studies. --Stephen Brammer Esben Pedersen has gathered an able crew to navigate curious students around the world of CSR in 300 pages. Asking questions is the first and most important step to practice leadership in CSR, and in this anthology the reader will find answers to the most pertinent questions about what corporate social responsibility is, and isn't, where it came from and where it may be heading. 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clear and brilliantly-argued introduction to the different aspects of corporate social responsibility, sustainability and organizations. Written by eminent experts of business research the book provides a deep and refreshing perspective on the concepts, debates, theories and empirical realities of corporate social responsibility. It is therefore a "must-read" for the international community of scholars and practitioners of CSR, business ethics and sustainability management.-- Jacob Dahl Rendtorff Esben Rahbek; Gjerdrum Pedersen's textbook brings a healthy dose of skepticism to a field that needs a critical and thorough house-cleaning. A wide spectrum of case-studies and a collection of solid academic voices offers up a well-rounded view of this jungle we call CSR. (Tone Skaring;rdal Tobiasson) This is book is a very comprehensive, clear and brilliantly-argued introduction to the different aspects of corporate social responsibility, sustainability and organizations. 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(Laura Spence) About the Author Esben Rahbek Gjerdrum Pedersen is professor at the CBS Center for Corporate Social Responsibility, Copenhagen Business School and does research within the areas of corporate social responsibility (CSR), environmental management, and non-financial performance measurement. The results from his research has been published in a wide range of international journals, including Business Ethics, Journal of Business Ethics, Management Decision, Supply Chain Management, Business and Society, Business Strategy and the Environment, Corporate Social Responsibility and Environmental Management, and Journal of Corporate Citizenship. The research has been recognised internationally and been awarded with the 2010 Social Impact Award and the 2009 Emerald Literati Award.