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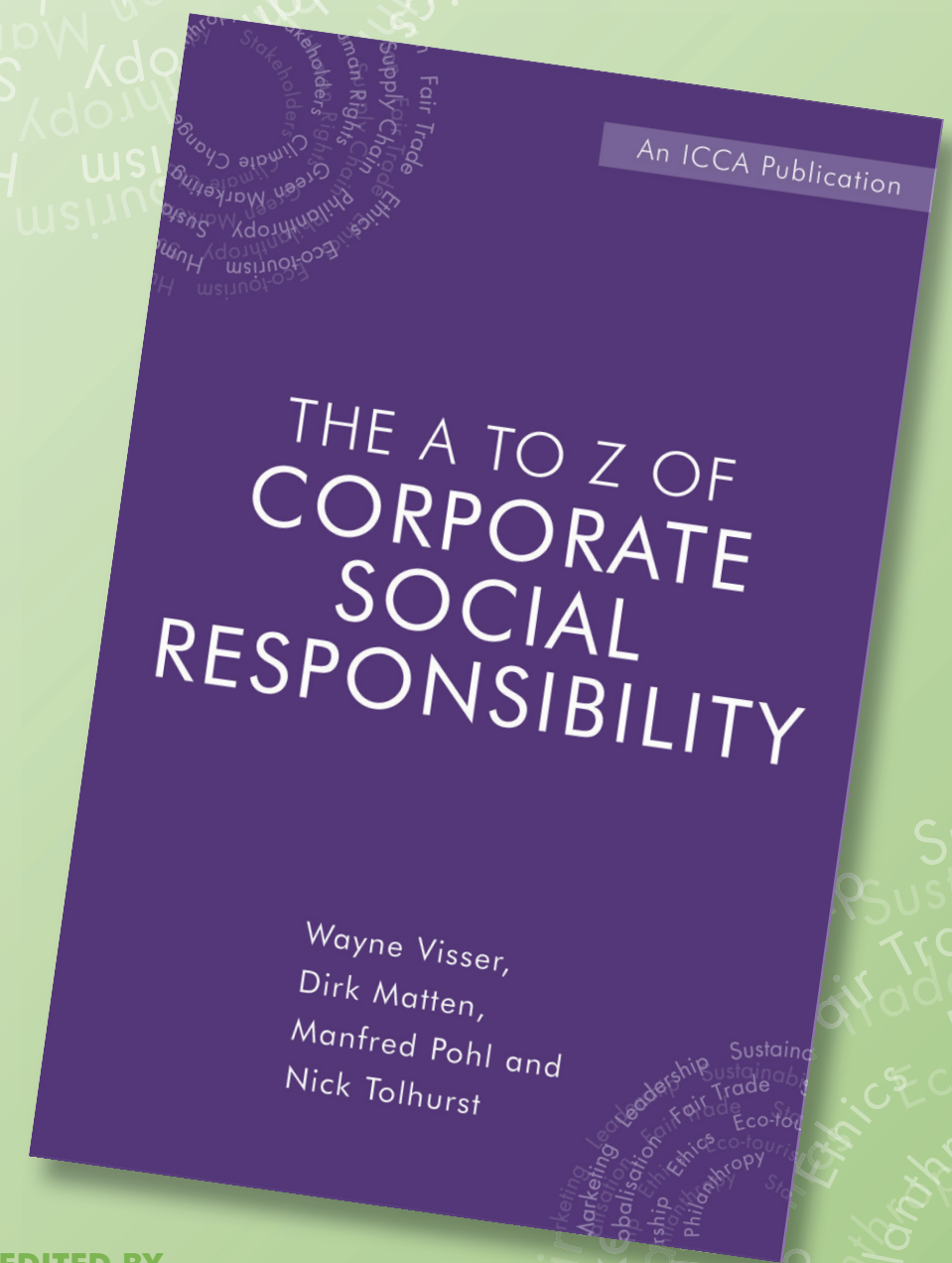
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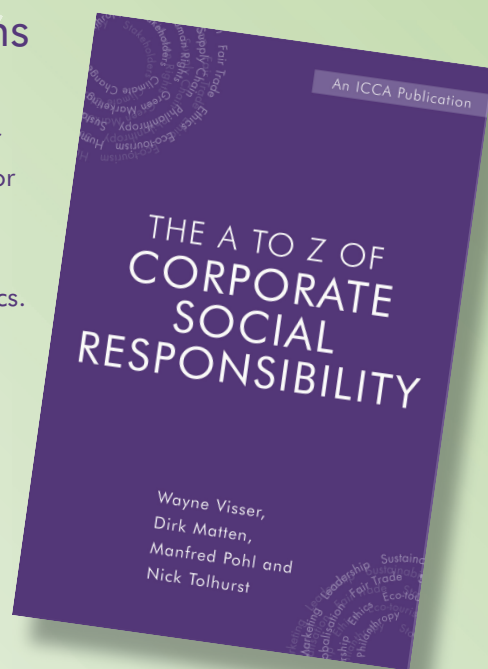
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THE A TO Z OF CORPORATE SOCIAL RESPONSIBILITY

A Complete Reference Guide to Concepts, Codes and Organisations

This unique publication from the Institute for Corporate Culture Affairs (ICCA) provides for the first time a complete reference guide to everything one needs to know about CSR, sustainability, governance and business ethics. Each one of the almost 400 terms is set out succinctly in an easy to use guide. From general concepts such as sustainability, stakeholder management, business ethics and human rights to more specific topics such as carbon trading, eco-tourism, microfinance, biodiversity, the Base of the Pyramid model and globalisation.



In addition to definitions of the most important terms across the wide range of CSR associated topics, this book also covers all the most important codes and guidelines, such as the Equator Principles, the UN Global Compact and ISO standards, as well as providing background on organisations such as the World Business Council for Sustainable Development and Transparency International and profiles of CSR in particular industries and regions. *The A to Z of Corporate Social Responsibility* is also unique in that it has brought together for the first time over a hundred of the world's leading thinkers, opinion formers, academics and business people to write on each subject in their own words.

Praise for *The A to Z of Corporate Social Responsibility*:

"A valuable contribution to the development of CSR knowledge for practitioners, researchers, teachers & students".

Professor Jeremy Moon, Director, International Centre for Corporate Social Responsibility, Nottingham University Business School

"This A to Z of terms, concepts and support avenues will help guide all stakeholders. It will be especially helpful for those new to the concept of sustainability, which has terminology that is sometimes difficult to navigate".

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"The 'A to Z of CSR' unravels the clutter of a decade's experimentation".

Simon Zadek, Chief Executive, AccountAbility; Senior Fellow, Centre for Government and Business, Kennedy School, Harvard University

This book is the vital, definitive "must have" compendium for practitioners both in business and government and civil society as well as academics and students in the fields of CSR, sustainability, corporate governance and business ethics.

Over the last fifteen years we have seen an unprecedented rise in CSR language, tools, actors, strategies and practices in industry all over the world. Today the debates on CSR, corporate ethics and sustainability have become an integral part of global business and society. But there is one problem that has not been solved yet: the lack of a common language. The debates on CSR often involve communication between vastly different groups in society: from international NGO's to national governments to global companies and the local communities in which they operate. The very scope of the debates involved, and the actors participating, leads to the necessity of a "common language". ICCA has compiled *The A to Z of Corporate Social Responsibility* to help managers, consultants, teachers and researchers to get through the plethora of terms, codes and organisations associated with CSR.

Featuring almost 400 entries from most of the world's leading academics and practitioners on CSR, *The A to Z of Corporate Social Responsibility* is an irreplaceable reference guide. Some of the contributors are widely known for having either introduced, popularised or defined certain terms – such as Professors Archie Carroll on CSR, Ed Freeman on stakeholder theory, Stuart Hart on poverty and the base of the pyramid model and Richard Welford on environmental management. Others are individuals who have had an enormous influence on the implementation of CSR – such as John Elkington on corporate sustainability, Mary Robinson on human rights, and Judge Mervyn King on corporate governance. Many contributors are leaders of organisations that are doing tremendous work related to CSR – such as Bjorn Stigson of the World Business Council for Sustainable Development, David Nussbaum of Transparency International and Vali Moosa of the World Conservation Union (IUCN). With more than 100 contributors this is the most authoritative international reference guide on CSR to date.

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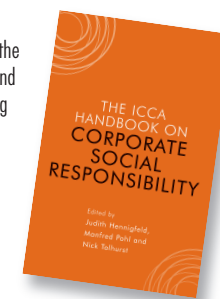
THE ICCA HANDBOOK ON CORPORATE SOCIAL RESPONSIBILITY

Edited by Judith Hennigfeld, Manfred Pohl and Nick Tolhurst

This unique Handbook from the ICCA offers an invaluable combination of lessons learned and best practice for the future. It explores the general concept of CSR, investigates approaches to implementation and provides first-hand insights from well-known CEOs, academics and organizations. Above all it stresses the fact that CSR must spring from a corporate culture, implying values and norms which in themselves endorse sustainable ways of doing business. Without this shift of emphasis from shareholder returns to sustainable value, CSR can never be more than a diversion.

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978-0-470-05710-0 • Hardback • 430 pages • September 2006 • RRP £45.00/€67.50/\$90.00USD



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