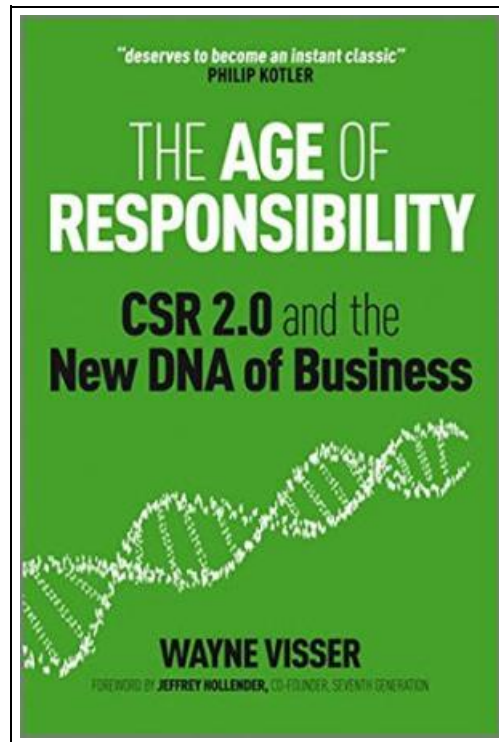


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THE AGE OF RESPONSIBILITY: CSR 2.0 AND THE NEW DNA OF BUSINESS (HARDBACK)



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John Wiley and Sons Ltd, United Kingdom, 2011. Hardback. Condition: New. 2. Aufl.. Language: English . Brand New Book. Praise for The Age of Responsibility Wayne Visser s The Age of Responsibility elegantly and persuasively demonstrates the limits and failures of traditional CSR and also the kinds of reforms needed to create conditions for genuine corporate responsibility. Rich with insight, information and analyses, and highly readable for its excellent writing and poignant stories, the book is a crucial contribution to understanding where we are with CSR and what we need to do to move forward. Joel Bakan, author of The Corporation: The Pathological Pursuit of Profit and Power (book and documentary film) Amongst the advocates of CSR as an innovative management approach, Wayne Visser is a well-known voice. This new book states more clearly than most why CSR should not be dismissed, but would benefit from some serious rethinking. Michael Blowfield, Senior Research Fellow at Smith School of Enterprise and the Environment, Oxford University and author of Corporate Responsibility The Age of Responsibility by Wayne Visser is an important book that should be studied carefully by all those seriously interested in the past, present and future of CSR. For me, the most noteworthy contribution is his ages and stages of CSR. Visser identifies five overlapping economic periods and classifies their stages of CSR, modus operandi, key enablers, and stakeholder targets. In forward-looking fashion, he crafts five insightful principles of CSR 2.0 and presents his DNA Model of CSR 2.0 which integrates knowledge and sets forth a more inclusive view of CSR. This book is a significant contribution to the theory and practice of CSR and it will be valued by academics and practitioners alike. I strongly recommend it. Archie B. Carroll, Professor of Management Emeritus, Terry College of Business and...



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