



Strategic Corporate Social Responsibility: Stakeholders in a Global Environment

By William B. Werther, David Chandler

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Strategic Corporate Social Responsibility: Stakeholders in a Global Environment provides faculty and students with a comprehensive, stand-alone text to support traditional and innovative courses in corporate social responsibility (CSR). Integral to the book's unique format is the real-life "mini-case-study" approach across the spectrum of CSR topics, backed by Internet accessible references. Adopting a stakeholder approach to CSR, the content and format of this sourcebook defines CSR within the global communications environment in which multinational corporations operate today.

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Editorial Review

Review

"This book promises to be a new classic. It is authoritative and comprehensive, with excellent case studies, and it's written so as to be digestible by students." (Marjorie Kelly *BUSINESS ETHICS*)

"This textbook takes an innovative, imaginative, unique approach to the teaching of corporate social responsibility by providing a wealth of online sources, case studies, and print references to the general English-language literature of the CSR field." (William Frederick)

"The approach is unique as compared with other CSR texts on the market. It is precisely this novel approach that I think will appeal most to graduate students, who are looking for something different from their graduate school experience than just a lengthier repetition of the methods and materials covered in their undergraduate business school curriculums. Further, they [the students] want to see immediate practical applicability of the concepts and methods learned in the classroom to their present career responsibilities, and I think the issue/mini-case/web-based examples/discussion question format in Section II of the book does that particularly well. I would urge the adoption of such a text to the faculty who teach this course. This book's format is appealing for use in an MBA course in which students are more practically-oriented. Overall, I think that this is a good treatise on CSR for the graduate audience it is intended." (Linda Clarke, Ph.D., J.D.)

"The book maps the landscape of CSR, advocates a strategic approach taking global stakeholders into account, and presents a wealth of case studies to illustrate its points." (SocialFunds.com)

"There is not a single entrepreneur today who is not talking about corporate social responsibility (CSR). Werther and Chandler help us realize that once you see CSR in terms of its strategic implications for the core business you realize that well-understood business principles apply." (Indian Management)

"The text presents a careful selection of content, being organized in such a way that it stimulates learning and provides convenient access to the extensive CSR literature that is readily available on the internet. The authors leave it up to the readers to form their own opinion on controversial and debatable issues, providing guidance to accessing information on the internet by seeking out the websites and documentation (online). Part III of the book is an invaluable appendix that makes this publication a vital addition to any professional or business library. It is intended as an additional resource for the reader who is interested in information beyond the case study references and URLs provided throughout the book." (Jose I. Galan *Corporate Social Responsibility and Strategic Management*)

Hello Dr. Chandler,

First of all - excellent CSR book. Your approach is comprehensive and fair. It simplifies

teaching this course a great deal. Actually, in 4 years of teaching a CSR course - this is the first time I use a textbook! I will use it this summer.

Thank you!

JS

Julia Sagebien, Ph D
Associate Professor
Dalhousie University

(Julia Sagebien)

"I found the book to be very well organized and included interesting material and case studies. It is certainly of value added to anyone teaching CSR." (Dima Jamali)

About the Author

William B. Werther Jr. is a founding Co-director of the Center for Nonprofit Management at the University of Miami. He is a Fellow and former Chair of the International Society for Productivity and Quality Research, a Fellow in the World Academy of Productivity Science, and former Chair for the Managerial Consultation Division of the Academy of Management. His teaching and research focus on strategy with its implications for human performance and corporate social responsibility.

With 40 years of experience among nonprofit, government, and business organizations, *Fortune*, the *Wall Street Journal*, *The Washington Post*, and the *Nightly Business Report* (PBS) have sought his expertise. Public sector involvement includes work for the White House Conference on Productivity, the U.S. House of Representatives, NASA, and the Arizona State Senate. Private sector work includes Anheuser-Busch, Bell Canada, Citicorp, Fiat, IBM, State Farm, UPS, and scores of others.

He is an award-winning author and teacher. In addition to more than 100 professional articles, his publications include *Third Sector Management* (Georgetown University Press, 2001), *Human Resources and Personnel Management 5/E* (McGraw-Hill, 1996), and other books translated into more than a half-dozen languages. He earned a Ph.D. (University of Florida, 1971) in Economics and Business Administration (Phi Beta Kappa). Prior to joining the faculty at the University of Miami in 1985, he was a Professor of Management at Arizona State University for 14 years. Additionally, he teaches at the Universidade do Porto (Portugal), where he serves as Visiting Professor each spring.

David Chandler received his Ph.D. in strategic management and organization theory from the University of Texas at Austin. His research interests lie at the intersection of the organization and its operating environment. Theoretically, he is interested in explaining why organizations respond in different ways to the same environmental forces, as well as understanding the consequences of these different actions.

Empirically, he is interested in studying these questions within the context of corporate social responsibility, organizational ethics, and firm/stakeholder relations.

Since graduating with an undergraduate degree in American Studies: Politics and Government in 1991 (University of Kent, UK), David has divided his time between the United States, the UK, and Japan, working in the fields of business, politics, and education. In addition to his Ph.D., David has an M.Sc. in East Asian Business from the University of Sheffield, UK, an MBA from the University of Miami, FL, and an M.S. in Management from the University of Texas at Austin.

Users Review

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Dorothy Frazier:

This Strategic Corporate Social Responsibility: Stakeholders in a Global Environment book is absolutely not ordinary book, you have it then the world is in your hands. The benefit you will get by reading this book is information inside this book incredible fresh, you will get facts which is getting deeper an individual read a lot of information you will get. That Strategic Corporate Social Responsibility: Stakeholders in a Global Environment without we know teach the one who reading through it become critical in contemplating and analyzing. Don't always be worry Strategic Corporate Social Responsibility: Stakeholders in a Global Environment can bring when you are and not make your bag space or bookshelves' turn into full because you can have it inside your lovely laptop even phone. This Strategic Corporate Social Responsibility: Stakeholders in a Global Environment having fine arrangement in word and also layout, so you will not really feel uninterested in reading.

Virginia Combs:

Playing with family in the park, coming to see the ocean world or hanging out with friends is thing that usually you might have done when you have spare time, subsequently why you don't try matter that really opposite from that. One activity that make you not sense tired but still relaxing, trilling like on roller coaster you are ride on and with addition of information. Even you love Strategic Corporate Social Responsibility: Stakeholders in a Global Environment, it is possible to enjoy both. It is very good combination right, you still need to miss it? What kind of hang-out type is it? Oh seriously its mind hangout men. What? Still don't get it, oh come on its known as reading friends.

Alfred Greenwell:

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Meredith Butler:

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