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Volkswagen, Credit Suisse, The Body Shop and the UK Government, The ICCA Handbook of Corporate Social Responsibility showcases CEOs and companies that have seized the opportunities offered by CSR.

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Author (s). GÃ¼ler Aras is a professor of Finance at Yildiz Technical University, Istanbul, Turkey,

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Book Description

Concepts of
corporate social
responsibility (CSR)
are widely used by
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and academics, but are also widely contested. CSR is usually described as comprising three elements: environmental, economic and social, though there is no serious consensus on how to go about translating ideas into practice.

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It is in this context, that the 'Handbook on Corporate Social Responsibility in India' developed by PwC India for CII can play an important role. The CII being the leading industry body, through this handbook, envisages

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the relationship
between good
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and the reality of
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Course Handbook 3

1. INTRODUCTION

This document is a detailed guide to Corporate Social Responsibility for all firms; irrespective of size. It provides all the key aspects that you need to know as a business owner, entrepreneur or a

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manager/
practitioner about
Corporate Social
Responsibility
(CSR) and how to
implement a CSR
programme in a

Corporate Social Responsibility - Fasset

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adopted by some corporations to take on responsibility for the environmental impact of business decisions and promote human development. The Indian civilization traditionally upheld public welfare as the responsibility of the business caste.

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