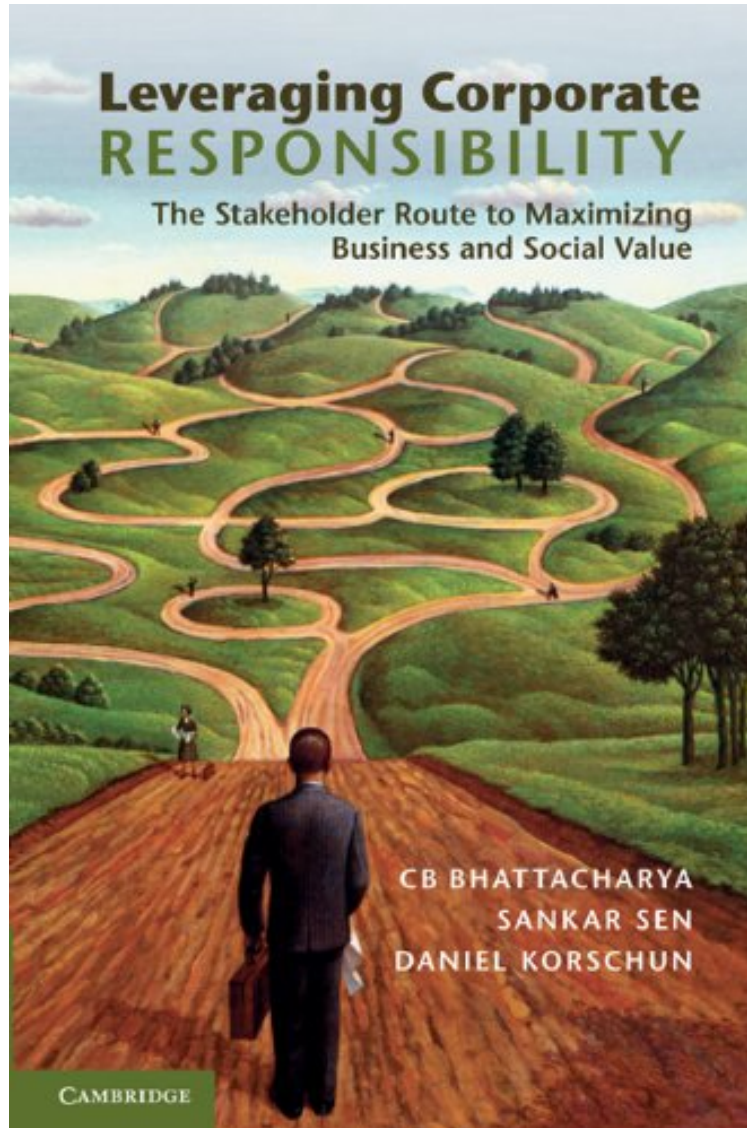


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Leveraging Corporate Responsibility

C. B. Bhattacharya

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C. B. Bhattacharya : Leveraging Corporate Responsibility before purchasing it in order to gauge whether or not it would be worth my time, and all praised Leveraging Corporate Responsibility:

1 of 1 people found the following review helpful. The role of psychology in corporate responsibility success
Much of the debate about corporate responsibility has to do with whether and how the movement can simultaneously create sustained value for businesses, society, and the environment. This book puts forth the idea that answering these questions requires a deep understanding of the psychological processes through which key stakeholders (especially customers and employees) derive personal value from corporate responsibility inputs. The authors are well qualified to make the case, having conducted numerous studies in this domain. While most books talk about the importance of

engaging stakeholders in corporate responsibility, few provide reliable, specific, or practical advice on how to do so. The main reason, I suspect, is that these books tend to lack a theoretical model from which to reason about stakeholder psychology. In contrast, Bhattacharya, Korschun, and Sen introduce a comprehensive model early in the book and proceed to unpack its insights and provide helpful, illustrative examples. The main thrust of the authors' model is that corporate responsibility works when stakeholders believe that it not only provides personal benefits but also provides benefits for the company. This belief in the win-win scenario encourages perceptions of unity or overlap between the stakeholder's identity and the company's identity. In turn, perceptions of unity can fuel long term, company-favoring behaviors such as loyalty, positive word of mouth, purchasing, and volunteering. Researchers will appreciate the book's theoretical grounding while practitioners and students will appreciate the book's clear exposition and rich discussion of the implications for designing and managing corporate responsibility initiatives. The book even provides survey questions that researchers and practitioners can use to study stakeholder psychology for themselves.

0 of 0 people found the following review helpful. Deep AND practical read on CSR By MPailthorp I've been working in Corporate Social Responsibility for some years now, through significant evolution in the field and lots of remaining work to do to truly clarify for the many stakeholders involved both how to view and value corporate investments around social responsibility. This is one of the most comprehensive and helpful books I've picked up for dealing with some of the toughest questions that plague the field, while also providing some great perspective on how to navigate through them. The book both pulls together much of the progress made in the past fifteen years as well as pushes the frontier. This is a strong and useful reference for anyone working in or around sustainability, citizenship or CSR or studying this field. As other reviewers have noted, the combination of theory and practical advice is an unusual one. I look forward to the sequel!

1 of 1 people found the following review helpful. Practical Analysis of CSR By vanessav Leveraging Corporate Responsibility As a graduate student in communications this book provides a clear and concise analysis to understanding corporate responsibility. Where other books on the topic fall short, Leveraging Corporate Responsibility fills in the gaps with both a practical and theoretical framework. It highlights key ideas that all communication practitioners need to keep in mind, communications must evolve in the same way that the field is evolving. It's an essential read that delineates the importance of strategic CSR so that companies can leverage their good will to benefit themselves and their stakeholders.

The corporate social and environmental responsibility movement, known more generally as corporate responsibility (CR), shows little sign of waning. Almost all large corporations now run some form of corporate responsibility program. Despite this widespread belief that CR can simultaneously improve societal welfare and corporate performance, most companies are largely in the dark when it comes to understanding how their stakeholders think and feel about these programs. This book argues that all companies must understand how and why stakeholders react to such information about companies and their actions. It examines the two most important stakeholder groups to companies - consumers and employees - to comprehend why, when and how they react to CR. Armed with this insight, it shows how companies can maximize the value of their CR initiatives by fostering strong stakeholder relationships to develop, implement and evaluate compelling social responsibility programs that generate value for both the company and its stakeholders.