

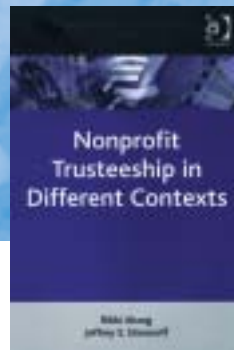


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Series edited by **David Crowther**,
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This book offers an insight into how corporate social performance can be measured and why this is an important aspect of corporate social responsibility. It recommends a stakeholder approach to corporate social performance and then provides a detailed consideration of the value of different stakeholder measures.

Contents include: Corporate social performance and accountability; Business in society – ethics and stakeholders; Social accounting and stakeholder identification; Stakeholder performance measurement in theory; Stakeholder performance measurement in practice; Shareholder analysis; Theorizing the results; Recent developments and the future of social accounting.

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Indian Institute of Plantation
Management, India

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The nature of corporate social responsibility is a highly topical one for business and therefore for business academics. There are however many different perspectives upon what is meant by corporate social responsibility and how this might be applied within organizations. This book is intended to explore some of these different perspectives based upon the experiences of different people in different parts of the world.

Contents include: The Ethics of Corporate Social Responsibility; Social responsibility is free – how good capitalism can co-exist with corporate social responsibility, *John Peters*; Management by love and kindness and the conquest implications, *Roger Haw*; The future of corporate social responsibility, *David Crowther* and *Lez Rayman-Bacchus*; Index.

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