



## Corporate social responsibility

By Arend Grünewälder

Grin Verlag Aug 2008, 2008. Taschenbuch. Book Condition: Neu. 210x148x3 mm. This item is printed on demand - Print on Demand Titel. - Seminar paper from the year 2005 in the subject Organisation and Administration, printed single-sided, grade: 1,3, University of applied sciences, Neuss, course: Marketing, 17 entries in the bibliography, language: English, abstract: 'Corporate Social Responsibility', or CSR for short, is the buzzword for company svoluntary initiatives involving a number of various activities and company s programs. But the question is what does Corporate Social Responsibility really means and how is it implemented in German companies. Expectations are growing as the public at large and, increasingly, the financial markets want to know not just what a company does with its profits, but also how it earns them. This assignment examines first in what extend ethical aspects are an essential condition for the justification of Corporate Social Responsibility. Therefore the basic aspects of CSR and the paradigms to ethics will be discussed in the first part. Afterwards before examining the situation of CSR in the German businesses landscape, the main elements to build up a program focussing on social responsibility will be listed. Then with the insight of what drives a CSR program, the question how is it implemented in German...



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