



Corporate Social Responsibility - A Comparative Analysis of Germany and the USA

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GRIN Verlag Dez 2010, 2010. Taschenbuch. Book Condition: Neu. 211x149x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2010 in the subject Business economics - Economic Policy, grade: 1,7, Free University of Berlin (Management), course: Corporate Governance and Corporate Social Responsibility - An International Comparison, language: English, abstract: Nowadays the power and impact of big organizations has reached a new peak. Corporations are among the world's most powerful and dominant institutions. In some cases they are even surpassing the revenue-producing ability of small governments. In contrast to this economic success, globally acting companies are often accused of social and ecological misbehavior. Nevertheless, revealed affairs like the Nike-case have increased the awareness of customers, governmental organizations, trade unions and other stakeholders. For this reason during the past decades, the construct of Corporate Social Responsibility (CSR) has gained growing attention, in both political and academic ways. While the image of socially contributing companies, acting beyond their legal duties and obligations, has a longer and more intensive history in the Anglo-Saxon countries and particularly in the United States, the concept is less implemented in central Europe. This is often explained by the fact that in...



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