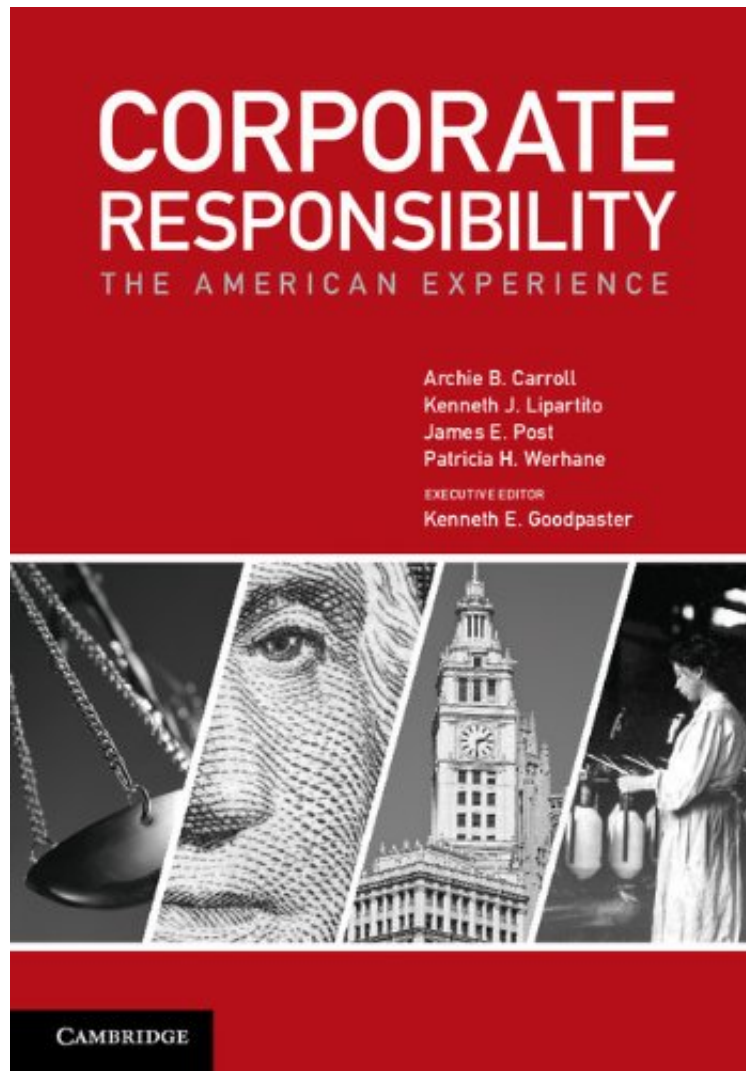


Corporate Responsibility

Archie B. Carroll, Kenneth J. Lipartito

**Download PDF / ePub / DOC / audiobook / ebooks*



[Download](#)

[Read Online](#)

#1465638 in eBooks 2012-08-30 2012-11-23 File Name: B009ZRNSBC | File size: 18.Mb

Archie B. Carroll, Kenneth J. Lipartito : Corporate Responsibility before purchasing it in order to gauge whether or not it would be worth my time, and all praised Corporate Responsibility:

2 of 2 people found the following review helpful. Corporate Responsibility or Corporate History? By skyedivin Had this as a textbook for a business ethics course - we read all the odd chapters and a couple even-numbered ones and had lectures over the content of the chapters we skipped. It was okay - thoroughly comprehensive corporate history, focusing on the US, though it occasionally brings up international cases/issues. As a history major, this was nearly all review and mostly boring and repetitive information, but if you've never had business history, it would likely be more interesting, though a bit dense. Given the title, I thought the text could have used more of a direct focus on the responsibility part over the history aspect. I was expecting a lot more looking into the ethics of the issues over the

years from the different viewpoints of the various stakeholders and how corporations make their decisions regarding ethical issues and social responsibility, but instead it was more like "this is what happened in corporate history, and this is how contemporary issues affected the corporate world and how their decisions affected things later on." Maybe I didn't read it closely enough, but I thought it could definitely have benefited from focusing more on the issues (case-by-case), less on the history (year-by-year), more on the ideas and the different options/outcomes that could have been, and less on the "this, then this, then this" manner of exposition. It was solidly written though - a lot of information condensed into its pages. Writing style didn't get in the way of delivering the information. As far as standard bigger textbooks go, it wasn't the most boring, so that was a major plus. If you're a professor, it's pretty good. If you're a student, good luck. 1 of 1 people found the following review helpful. good handbook and says so much By Gudny Liked it very much and every helpful to see how things have changed. Good to mention about Facebook and how it affe

This thought-provoking history of corporate responsibility in the USA is a landmark publication documenting the story of corporate power and business behavior from the mid-eighteenth century to the modern day. It shows how the idea of corporate responsibility has evolved over time, with the roles, responsibilities and performance of corporations coming increasingly under the spotlight as new norms of transparency and accountability emerge. Today, it is expected that a corporation will be transparent in its operations; that it will reflect ethical values that are broadly shared by others in society; and that companies will enable society to achieve environmental sustainability as well as a high standard of living. As we enter the second decade of the twenty-first century, the social, political and economic landscape is once again shifting: the need for an informed public conversation about what is expected of the modern corporation has never been greater.

"This amazing book provides a terrific overview of the emergence and development of the ways that businesses have both responded to public pressures for taking on more responsibilities and, in some instances, abrogated those very responsibilities. It is a tale that has been waiting a long time to be told and should be required reading for anyone hoping to understand the context in which today's corporate responsibility paradigm has arisen. The authors' voices blend perfectly to create a stunning panorama sweeping over 200 years, focusing on both the flaws and the greatness of corporations in America today." Sandra Waddock, Galligan Chair of Strategy, Professor of Management and Carroll School Scholar of Corporate Responsibility, Carroll School of Management, Boston College "The team has done readers an invaluable service by providing sweeping historical perspective that enables us to understand the modern corporate responsibility movement. Anyone who wants to understand the state of play today - and where sustainability is likely to go in the future - would do well to read this book." Aron Cramer, President and CEO, Business for Social Responsibility, San Francisco "Corporate Responsibility is the most comprehensive study available on the history of corporate social responsibility in the United States. The volume covers both academic research and business practice. Both scholars of corporate responsibility and business people will find this volume to be a treasured resource." Norman Bowie, Professor Emeritus, Carlson School of Management, University of Minnesota "Corporate Responsibility is a powerful treatise on the obligations of corporations to serve the society that charters them. Enlightened leaders have long recognized corporations cannot ignore the consequences to society. Making money and creating shared value must go hand-in-hand, as Ken Goodpaster and his colleagues make abundantly clear in this brilliantly researched and beautifully written book. It is a must-read for anyone concerned about the future of capitalism in our society." Bill George, Harvard Business School, former CEO of Medtronic, and author of True North "Corporate Responsibility describes the changing nature of how the corporation has been viewed through history, particularly as an evolving dialogue within society. The book highlights that things have not always been as they are now, nor is the present our destiny. This comprehensive book is essential to understand how we navigate some of the most contentious debates about the relationship between business and society." Rakesh Khurana, Marvin Bower Professor of Leadership Development, Harvard Business School "This is the history both scholars and students of business have been waiting for! The rise of the modern corporation has shaped American identity and politics from the days of the industrial revolution. The authors deftly and compellingly tell the story, capturing both the resilience of capitalism and our uneasy relationship with its excesses and powers. The central question they pose is critical to our future: 'What is the purpose of business and to whom is it accountable?'" Judith Samuelson, Executive Director, Aspen Institute's Business and Society Program "An in-depth examination of the 300-year history of society's ever-changing view of the responsibilities of the modern corporation from the very best academic thinkers." Steve Lydenberg, Founding Director, Initiative for Responsible Investment, Hauser Center for Nonprofit Organizations, Harvard University "This in-depth study of the history of CSR elevates the academic discourse around this concept. Skeptics take note: societal expectation of business is not a wholly novel, modern idea. From the Social Gospel to the formation of labor groups, social, economic, and political factors over 200 years have grounded our ever-evolving notion of the duty of companies to society. This book brings the reader to this important conclusion: 'It is not about if a company becomes involved in society. It is now about the how!'" Carol L. Cone, Global Practice Chair, Edelman Business and Social Purpose "This book should be required reading for aspiring executives and those who teach them. This superb

history shows how shifting norms in a global world have made corporate responsibility both radical and requisite in modern business. Through the lens of corporate responsibility you can see not simply the evolution of the corporation in past but the trajectory of the international economy in the future." Christopher McKenna, Centre for Corporate Reputation, Saïd Business School, University of Oxford

"This book is a masterful and thoughtful survey of the historical development of American capitalism and the concomitant development of the question of its responsibility for more than just immediate financial results." Kimberly A. Zahller, International Journal of Accounting

About the Author

Kenneth E. Goodpaster holds the David and Barbara Koch Endowed Chair in Business Ethics in the Opus College of Business at the University of St Thomas, Minnesota.

Archie B. Carroll is Robert W. Scherer Professor of Management Emeritus and Director, Nonprofit Management and Community Service Program at the Terry College of Business at the University of Georgia.

Kenneth J. Lipartito is Professor of History and Department Chair at Florida International University.

James E. Post is the John F. Smith, Jr Professor of Management at Boston University where he teaches strategic management, corporate governance, ethics and nonprofit management.

Patricia H. Werhane holds the Wicklander Chair of Business Ethics and is Director, Institute for Business and Professional Ethics at DePaul University. She is also Professor Emeritus at the Darden School, University of Virginia.