Librería Bonilla y Asociados





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Business and Society: A Strategic Approach to Social Resportsibility 2e introduces a new strategic social responsibility framework for courses thai address the role of business in society. Social responsibility is concerned with issues related to values and expectations, as well as the rights of members of society. We view social responsibility as the extent to which a business adopts a strategic focus for fulfilling the economic, legal, ethical, and philanthropic responsibilities expected by a11 its stakeholders.