

Librería
Bonilla y Asociados
desde 1950



Título: Ngos And Corporations

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Precio: \$459.75

Editorial:

Año: 2009

Tema:

Edición: 1^a

Sinopsis

ISBN: 9780521686013

We live in a period marked by the ascendancy of corporations. At the same time, the number of non-governmental organizations (NGOs) - such as Amnesty International, CARE, Greenpeace, Oxfam, Save the Children, and the WWF - has rapidly increased in the last twenty years. As a result, these two very different types of organization are playing an increasingly important role in shaping our society, yet they often have very different agendas. This book focuses on the dynamic interactions, both conflictual and collaborative, that exist between corporations and NGOs. It includes rigorous models, frameworks, and case studies to document the various ways that NGOs target corporations through boycotts, proxy campaigns, and other advocacy initiatives. It also explains the emerging pattern of cross-sectoral alliances and partnerships between corporations and NGOs. This book can help managers, activists, scholars, and students to better understand the nature, scope, and evolution of these complex interactions.