



Beyond Corporate Responsibility (Paperback)

By Christopher Caldwell

Tivero Communications Ltd., United States, 2012. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Beyond Corporate Responsibility: The New Organizational Consciousness leverages the traditional corporate social responsibility (CSR) platform for business and organizations and engages managers and leaders in a way that brings change in the hearts and minds of the stakeholders. CSR has in many cases become a cosmetic rather than strategic approach. Utilizing a mix of psychology, management science and new research in consciousness raising, you will learn how to develop your own program and employ a values-driven campaign to take the CSR project or program to a new level of motivation and inspiration, tapping into people and unleashing the potential of your employees and peers for a sustainable future. The book dares to push traditional thinking and makes a case that a way can be found to embrace a spiritual corporation for true sustainability approach to a fair economy, well-being and health, and harmony with nature.



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