



Corporate Responsibility

By Paul A. Argenti



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Corporate Responsibility offers a concise and comprehensive introduction to the functional area of corporate responsibility. Readers will learn how corporate responsibility is good for business and how leaders balance their organization's needs with responsibilities to key constituencies in society. Author Paul A. Argenti engages students with new and compelling cases by focusing on the social, reputational, or environmental consequences of corporate activities. Students will learn how to make difficult choices, promote responsible behavior within their organizations, and understand the role personal values play in developing effective leadership skills.

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Editorial Review

Review

"This is the cutting-edge textbook on a managerial approach to corporate responsibility. Students and executives will benefit a great deal by studying the cases and best practices that are here. It's a terrific book."

(Ed Freeman)

"Over the last years, I have seen the concepts and lessons explained in this book become increasingly essential for business success. In my view, for organizations to be optimally prepared for the future, executing on Argenti's main principle is essential: to incorporate CR into every aspect of the business strategy. Finally, we have a practical and comprehensive framework for business students on one of the most fundamental topics leaders need to focus on in today's and tomorrow's reality."

(Dailah Nihot)

"Professor Argenti's book fills a void in the current business education curriculum. To be sure, he provides a well-researched and thoughtful discussion of the many manifestations of corporate responsibility in today's leading businesses. More importantly, however, he guides the reader through the process of knitting these various opportunities together into a coherent business strategy and, critically, communicating strategy and performance with stakeholders in an authentic manner."

(Michael Dupee)

"ABC of Corporate Responsibility"

(Benedict Uzochukwu)

"Very informative and yet very easy to read and understand"

(Joseph Youchison)

"Well-written and clear in exposition, logically organized, and humane and balanced in its approach to exploring CSR"

(Edward Murphy)

About the Author

Paul Argenti is Professor of management communication at the Tuck School of Business at Dartmouth College for past 15 years. Prior to that, taught at the Columbia and Harvard Business Schools. He has extensive consulting experience, including Hooker Chemical and Hewlett-Packard and regularly speaks to corporations on their communication issues.

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