



Strategic Corporate Social Responsibility: Stakeholders in a Global Environment

By William B. Werther, David Chandler

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Blending theory with practical application, this comprehensive text supports courses at the intersection of corporate social responsibility (CSR), corporate strategy, and public policy. Part I provides an overview of the field, defining CSR and placing it in the context of wider corporate strategy. Part II contains chapters on CSR issues related to the organization, the economy, and society, and provides detailed case studies on a variety of well-known firms. Adopting a stakeholder perspective, the authors explore CSR issues within the complex global business environment in which corporations operate today.

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Review

"The book is a powerful and persuasive presentation of strategic CSR." (Mr. Dharmendra Nath *UPKRAM* 2011-06-11)

About the Author

William B. Werther, Jr. is Professor of Management at the University of Miami's School of Business Administration, a Fellow and former Chair of the International Society for Productivity and Quality Research, a Fellow in the World Academy of Productivity Science, and former Chair for the Managerial Consultation Division of the Academy of Management. His teaching and research focuses on strategy with its implications for human performance and corporate social responsibility. An award-winning author and teacher, he has published more than 100 professional articles and a number of books including *Third Sector Management* (Georgetown University Press, 2001) and *Human Resources and Personnel Management, Fifth Edition* (McGraw-Hill, 1996). He earned a PhD (University of Florida, 1971) in Economics and Business Administration (Phi Beta Kappa). Before joining the faculty at the University of Miami in 1985, he was Professor of Management at Arizona State University for 14 years.

David Chandler is Assistant Professor of Management and Co-Director of the Managing for Sustainability Program at the University of Colorado Denver. His broad area of research interest lies at the dynamic interface between the organization and its institutional environment. Empirically, he focuses on studying organizations within the context of corporate social responsibility, business ethics, and firm/stakeholder relations. In addition to teaching the capstone corporate strategy course in the Professional MBA and 11-month MBA Programs at the University of Colorado Denver, he also teaches a Sustainable Business Practices course in the Executive MBA Program. He received his Ph.D. in Management from the University of Texas at Austin.

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