



Corporate Social Responsibility: Guidelines for Top Management

Jerry W. Anderson Jr.

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In the past few decades, the concept of social responsibility has emerged as an increasingly important feature of the business landscape. No longer can businesses base their decisions solely on economic criteria; now they must also consider the legal, ethical, moral, philanthropic, and social impacts of each business decision. This volume, intended for corporate managers and executives, brings this newly emphasized area of social concern and responsibility into clear focus. The author provides a complete overview of all aspects of social responsibility, including its roots in early civilizations, the historical evolution of the concept, and the role of governmental intervention in developing the social concepts that prevail in American business today. In addition, Anderson provides a wealth of practical advice, backed by numerous case studies for the executive who seeks a clear, workable understanding of corporate social responsibility.

Divided into four principal sections, the book begins with an introduction to the concept of social responsibility in the corporation. The second section, on the history and development of social responsibility, addresses the social responsibility doctrines of great thinkers such as Plato, Aristotle, Adam Smith, and Marx; it also assesses the impact of the transition from an agricultural to an industrialized society on concepts of social responsibility; and finally, it discusses the passage of major pieces of social responsibility legislation. Part Three examines the legal issues involved in social responsibility, among them sexual harassment, maternity leave, drugs in the workplace, and discrimination. Of particular interest is a chapter on ethical-moral standards and how to establish, administer, and control them. The final section demonstrates how to conduct a company social responsibility audit and points to future developments in corporate social responsibility. Each chapter is followed by a list of references; many chapters also include real-world scenarios highlighting important social responsibility issues.

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