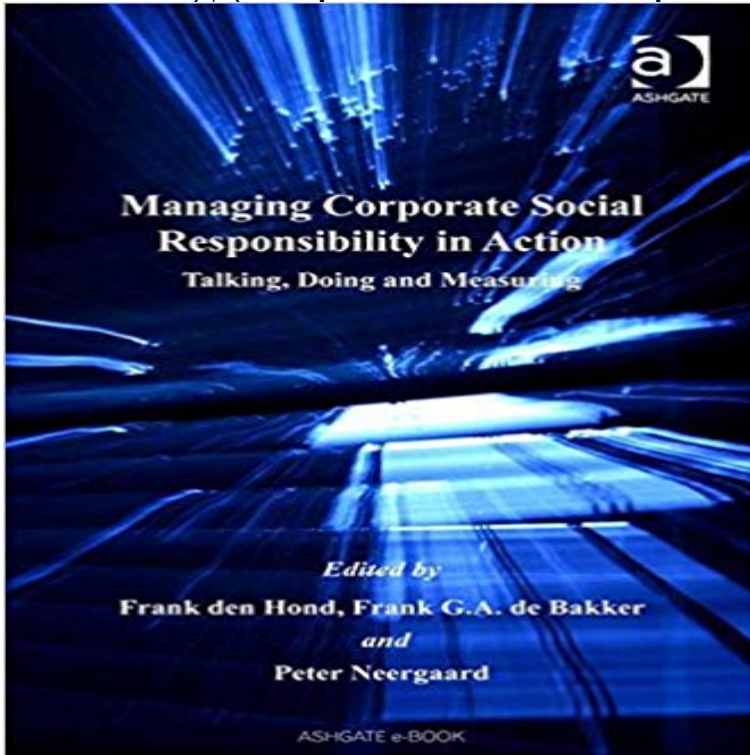


## Managing Corporate Social Responsibility in Action: Talking, Doing and Measuring (Corporate Social Responsibility Series)



Since the mid 1990s political and public debates about the social responsibilities of firms have gained renewed force. Although CSR seems to be a well defined concept in management literature, in its diverse applications the CSR concept loses much of its pertinence. In *Managing Corporate Social Responsibility in Action*, the authors focus on different aspects of managing CSR in action to capture differences between discourse and practice. By examining the question from three angles - talking about CSR, doing CSR and measuring CSR - they attempt to make sense of the difference between practice and reality. This volume considers ways to overcome the difficulties that arise around CSR in action.

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**Responsibility In Action Talking Doing** Author(s):: Citation: (2007) Managing Corporate Social Responsibility in Action - Talking, Doing and Measuring, Management of Environmental Quality: An **Managing Corporate Social**

**Responsibility In Action Talking Doing** Citation: Herve Mesure, (2007) Managing Corporate Social Responsibility in Action. Talking, Doing and Measuring, Society and Business Review , Vol. **Managing Corporate Social**

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