

## Preface

The idea for this book was conceived when it was realized that, after more than two decades of a general acceptance of the concept of *corporate social responsibility*, a gap exists in the market for a book which readers would find both useful and informative on how corporate entities in different political settings, economic contexts and cultural circumstances around the world understand, perceive and are indeed practicing the field of *social responsibility*. The need for a book that contains a first-hand account by experienced researchers and leading academics from the six continents and that addresses important issues and expectations of modern stakeholders, justifies the publication of a book of this sort. It explores in detail those actions which corporate entities in different countries consider socially responsible behaviour, especially when there is still no standard definition of what CSR means or entails and bearing in mind that the field is still evolving. This book provides information on how corporate entities (both profit seeking and not-for profit) in nineteen independent nations around the world are striving to demonstrate that being socially responsible in whatever they do is now part of normal business practice.

Each chapter was written with the sole objective of satisfying the information needs of modern stakeholders, practitioners, researchers, legislators, international organizations, governments, tomorrow's business managers (students) and all those who are enthusiastic about the field of CSR and its latest developments. It is hoped that this first attempt at codifying in one book the international experiences of twenty-first century corporate entities around the globe will further enhance our readers' understanding of what CSR is all about, how corporate entities are absorbing its principles in their day-to-day business and how it is developing around the world.

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