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978-0-521-14963-1 - Corporate Social Strategy: Stakeholder Engagement and Competitive Advantage

Bryan W. Husted and David Bruce Allen

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## *Corporate Social Strategy*

Firms are increasingly called upon to address social issues such as poverty and human rights violations. The demand for corporate social responsibility (CSR) is directed mainly at top management in multinational corporations who are reminded that, in addition to helping to make the world a better place, their commitment to social action will be rewarded by lasting customer loyalty and profits. But is it true that firms that engage in social action will be rewarded with a good name, competitive advantage, superior profits and corporate sustainability? What if it is true for some firms and not for others? This book addresses these and other questions by explaining the how and why of creating value and competitive advantage through corporate social action. It shows how and when firms can develop successful corporate social strategies that establish strong commitments to shareholders, employees, and other stakeholders.

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# Corporate Social Strategy

Stakeholder Engagement and Competitive Advantage

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*For Jane and Bill, my parents, who avidly supported the beginning of this work, but never saw its culmination.*

BWH

*For my wife, María, and my daughters, Rebeca and Andrea.*

DBA

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