

Cambridge University Press

978-0-521-19764-9 - Corporate Social Strategy: Stakeholder Engagement and Competitive Advantage

Bryan W. Husted and David Bruce Allen

Copyright Information

[More information](#)

# Corporate Social Strategy

Stakeholder Engagement and Competitive Advantage

BRYAN W. HUSTED

*Schulich School of Business, York University, Canada  
Tecnológico de Monterrey, Mexico*

DAVID BRUCE ALLEN

*University of Surrey, Guildford, UK*



CAMBRIDGE  
UNIVERSITY PRESS

Cambridge University Press

978-0-521-19764-9 - Corporate Social Strategy: Stakeholder Engagement and Competitive Advantage

Bryan W. Husted and David Bruce Allen

Copyright Information

[More information](#)

CAMBRIDGE UNIVERSITY PRESS

Cambridge, New York, Melbourne, Madrid, Cape Town, Singapore,  
São Paulo, Delhi, Dubai, Tokyo, Mexico City

Cambridge University Press

The Edinburgh Building, Cambridge CB2 8RU, UK

Published in the United States of America by Cambridge University Press, New York

[www.cambridge.org](http://www.cambridge.org)

Information on this title: [www.cambridge.org/9780521149631](http://www.cambridge.org/9780521149631)

© Bryan W. Husted and David Bruce Allen 2011

This publication is in copyright. Subject to statutory exception and to the provisions of relevant collective licensing agreements, no reproduction of any part may take place without the written permission of Cambridge University Press.

First published 2011

Printed in the United Kingdom at the University Press, Cambridge

*A catalogue record for this publication is available from the British Library*

*Library of Congress Cataloguing in Publication data*

Husted, Bryan, 1957–

Corporate social strategy : stakeholder engagement and competitive advantage /  
Bryan W. Husted, David Bruce Allen.

p. cm.

Includes bibliographical references and index.

ISBN 978-0-521-19764-9 (hardback) – ISBN 978-0-521-14963-1 (pbk.)

1. Social responsibility of business. 2. Social entrepreneurship.

3. Social action– Economic aspects. 4. Strategic planning–  
Social aspects. I. Allen, David Bruce, 1951–

II. Title.

HD60.H875 2010

658.4'08–dc22

2010033025

ISBN 978-0-521-19764-9 Hardback

ISBN 978-0-521-14963-1 Paperback

Cambridge University Press has no responsibility for the persistence or accuracy of URLs for external or third-party Internet websites referred to in this publication, and does not guarantee that any content on such websites is, or will remain, accurate or appropriate.