

Cambridge University Press

978-1-107-00917-2 - Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Business and Social Value

C. B. Bhattacharya, Sankar Sen and Daniel Korschun

Copyright Information

[More information](#)

Leveraging Corporate Responsibility

*The Stakeholder Route to Maximizing
Business and Social Value*

CB BHATTACHARYA

SANKAR SEN

DANIEL KORSCHUN



CAMBRIDGE
UNIVERSITY PRESS

Cambridge University Press

978-1-107-00917-2 - Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Business and Social Value

C. B. Bhattacharya, Sankar Sen and Daniel Korschun

Copyright Information

[More information](#)

CAMBRIDGE UNIVERSITY PRESS

Cambridge, New York, Melbourne, Madrid, Cape Town,
Singapore, São Paulo, Delhi, 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

Information on this title: www.cambridge.org/9781107401525

© CB Bhattacharya, Sankar Sen and Daniel Korschun 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

Bhattacharya, CB

Leveraging corporate responsibility : the stakeholder route to maximizing business and social value / CB Bhattacharya, Sankar Sen, Daniel Korschun.

p. cm.

Includes index.

ISBN 978-1-107-00917-2 (hardback)

1. Social responsibility of business. 2. Business ethics. I. Sen, Sankar, 1936–
II. Korschun, Daniel. III. Title.

HD60.B485 2011

658.4'08 – dc23 2011023017

ISBN 978-1-107-00917-2 Hardback

ISBN 978-1-107-40152-5 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.
