



Principles of Corporate Social Responsibility (CSR) : A companion for students and practicing managers in developing and emerging markets

David Katamba

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Synopsis:

Principles of Corporate Social Responsibility: A guide for students and practicing managers in developing and emerging countries is designed to meet the urgent need for a comprehensive and definitive introduction and teaching text for Corporate Social Responsibility [CSR]. With the aim to become the standard textbook to teach a complete course unit at undergraduate or postgraduate levels, this is a book that can be used by practicing managers to understand the practice of CSR, equipping them with knowledge and skills of how to integrate CSR into business strategy and operations.

Edited by a multidisciplinary team of four experts, David Katamba, Dr. Christoph Zipfel, David Haag and Dr. Charles Tushabomwe-Kazooba, along with other contributors, the book stresses the linkage of CSR and modern business management. It starts by defining CSR, then shows how to get involved in CSR, how to identify CSR opportunities, communicating CSR activities to stakeholders and tracking CSR performance.

Principles of Corporate Social Responsibility: A guide for students and practicing managers in developing and emerging countries concludes by giving the reader the practical skills in designing CSR strategies in order to use them for competitiveness as well as tracking performance of CSR programs. This is a book that will become essential reading on the topic of CSR for many years to come.

About the Author:

Mr. Katamba and his fellow Editors wish to thank German International Cooperation (GIZ), Prof. Waswa Balunywa, Mrs. Annet Nabatanzi Muyimba, Jean Hensly Kekaramu (RIP), Dr. Isaac Kayongo, Mr. Sam Musigire, Dr. Cedric Marvin Nkiko, Prof. Dr. Geoffrey Bakunda, Ms. Sabine Gisch-Boie, and Hamid Tenywa.

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