



Global Social Investment: A Practical Handbook for Corporate Social Responsibility Programs

Madeleine Schachter

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This book is for every corporate executive, corporate social responsibility manager, and employee who want their company to make a difference. It's for the student who is preparing to participate responsibly in the for-profit or not-for-profit sector. It's for the non-profit that wants to engage more with the private sector. And it's for the consumer, the client, and the investor who want to understand the principles behind the platitudes.

The book covers the theories and practice, explains methodological tools for impact measurement, and provides forms for effective program management. It summarizes empirical studies, explains the approaches of corporate social responsibility leaders and scholars, and is entertainingly sprinkled with quotes from thinkers ranging from Aristotle to Yoda.

The book explains how corporate social investment doesn't just complement legal compliance or align with corporate strategies. It orients the company.

And how, ultimately, sustainable social responsibility is an investment in ourselves and in our world.

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