

Communicating Corporate Social Responsibility Perspectives and Practice

Critical Studies on Corporate Responsibility, Governance and Sustainability

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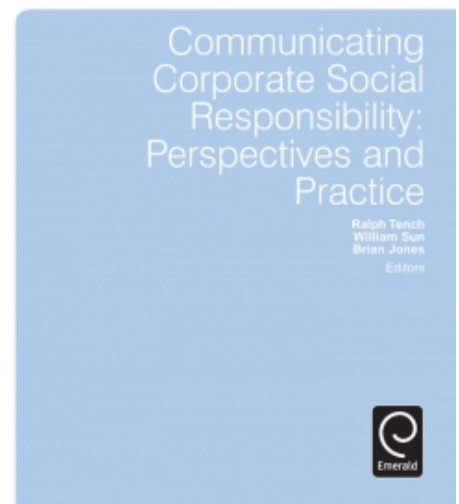
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About the Book

This book offers a groundbreaking collection of chapters in the emerging field of Corporate Social Responsibility (CSR) Communication. After outlining a theoretical framework, the themed sections cover: (1) Communication in CSR: The Communicative Role, Strategy and Evaluation; (2) CSR Discourses and Corporate Reporting; (3) CSR Online Communication and Social Media; (4) The Role of Stakeholders in CSR Communication: Managers, Employees and Consumers. The 18 chapters explore the theory, practice and issues involved in communicating CSR and make for fascinating reading. An international approach is taken with leading academics and consultants from Australia, Germany, UK, the Netherlands, Poland, Singapore, USA, Sweden, Switzerland and France. The anonymously peerreviewed chapters are theoretically informed and supported with practicebased realworld insights. Rich and detailed they describe, explain and analyse the "why", "what", "when" and "how" of communicating about CSR. As well as furthering theory and academic debate the book will help inform policy and practice. Leading edge, topical and current this book will be essential reading for corporate communicators, business practitioners, academics, students and all those interested in the subjects of CSR and Communication.

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