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CSR as a Management Idea

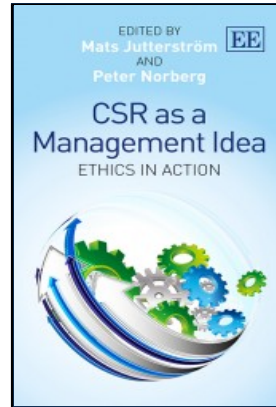
Ethics in Action

Edited by Mats Jutterström and Peter Norberg, Stockholm School of Economics, Sweden

CSR (corporate social responsibility) has become a widely diffused concept in the business world. This book explores CSR as a management idea, that is, as a tool for organizational reform. It shows that CSR has much in common with other popular management ideas such as lean production, total-quality-management, just-in-time, business-process-reengineering and six sigma, but there are also significant differences.

'There is much written about management fashion and about corporate social responsibility (CSR), but nothing which combines the two. This volume provides unique insight into both CSR and the travels of management ideas. It gets to the detail of CSR in practice, its institutions and actors in different contexts, and shows how it can be better understood with the broader lens of "CSR as a management idea". Both those with interests in CSR and in management ideas will benefit from this collection.'

– Andrew Sturdy, University of Bristol, UK



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