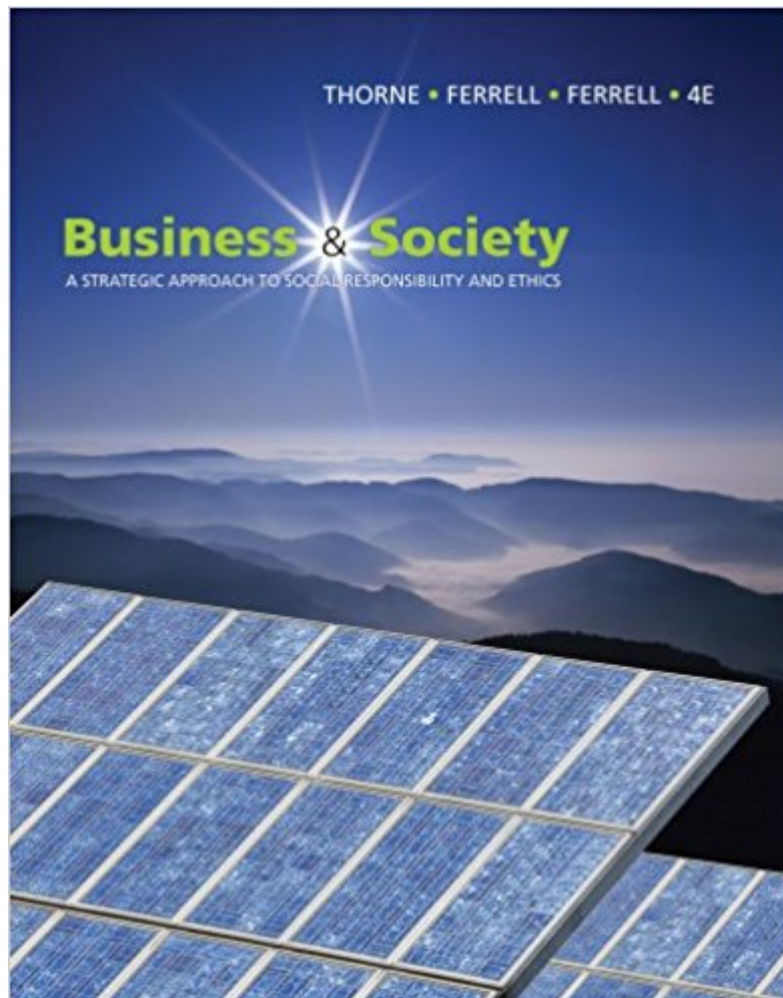




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Business And Society: A Strategic Approach To Social Responsibility (Available Titles CourseMate)



Synopsis

BUSINESS AND SOCIETY: A STRATEGIC APPROACH TO SOCIAL RESPONSIBILITY AND ETHICS, Fourth Edition, introduces a strategic social responsibility framework for courses that address the role of business in society. Social responsibility is presented as the extent to which a business adopts a strategic focus for fulfilling the economic, legal, ethical, and philanthropic responsibilities expected by all its stakeholders. In this fourth edition, the authors present the most up-to-date findings in the field, describe best practices, encourage student decision-making, provide cutting-edge cases, and inspire the application of social responsibility principles to a variety of situations and organizations. The soft cover format is affordable to students and provides more opportunities for instructors to supplement the course content or to further customize the content to meet their needs. Additionally, a comprehensive teaching and learning package ensures that business students understand and appreciate concerns about business ethics, social auditing, corporate social responsibility, corporate governance, sustainability, and a host of other factors involving a global perspective for today's business leaders.

Book Information

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Customer Reviews

Debbie Thorne is Chair of the Department of Marketing at Texas State University, San Marcos. Previously, she served as Director of the Center for Ethics at The University of Tampa. Debbie received her Ph.D. from The University of Memphis and a M.S. in Marketing from Texas A&M University. She has published articles in many journals and is the recipient of awards for excellence

in both teaching and research. Debbie has been elected to leadership positions in the American Marketing Association and Society for Marketing Advances and serves on the Board of Directors for the Direct Selling Education Foundation and e-businessethics.com. O. C. Ferrell (Ph.D., Louisiana State University) is University Distinguished Professor of Business Ethics at Belmont University. He most recently served nine years as University Distinguished Professor Marketing and Creative Enterprise Scholar at the University of New Mexico. His academic research focuses on ethical decision-making, stakeholder relationships and social responsibility. He is a leading publisher in the area of marketing ethics and stakeholder orientation to achieve marketing performance in organizations. Dr. Ferrell is past president of the Academic Council of the American Marketing Association and chaired the American Marketing Association Ethics Committee twice. Under his leadership, the committee developed the AMA Code of Ethics and the AMA Code of Ethics for Marketing on the Internet. He is Vice President of Publications for the Academy of Marketing Science. He has received the Cutco Vector Distinguished Marketing Educator Award from the Academy of Marketing Science. Dr. Ferrell is the co-author of 20 books and more than 100 articles. His articles have been published in the JOURNAL OF MARKETING RESEARCH, JOURNAL OF MARKETING, JOURNAL OF BUSINESS ETHICS, JOURNAL OF BUSINESS RESEARCH, JOURNAL OF THE ACADEMY OF MARKETING SCIENCE, JOURNAL OF PUBLIC POLICY & MARKETING, and THE ACADEMY OF MANAGEMENT EXECUTIVE, as well as other journals. His MARKETING: CONCEPTS AND STRATEGY TEXT, co-authored with Bill Pride, is one of the most widely adopted principles of marketing text in the world. BUSINESS ETHICS: ETHICAL DECISION MAKING AND CASES is co-authored with John Fraedrich and Linda Ferrell and is a leading business ethics. Dr. Ferrell has served as an expert witness on marketing issues for a number of legal cases over the past 20 years. He has been quoted in leading business publications such as USA TODAY and WALL STREET JOURNAL, and he has appeared on NBC's The Today Show discussing marketing-related issues. Dr. Linda Ferrell (Ph.D. University of Memphis) is professor of marketing at Belmont University. Dr. Ferrell coauthored Business and Society with O. C. Ferrell and Debbie M. Thorne and is co-author of Business in a Changing World with O.C. Ferrell and Geoff Hirt. She won the Best Paper award twice at the American Marketing Association's National Summer Educators Meeting and has published over 30 articles in JOURNAL OF THE ACADEMY OF MARKETING SCIENCE, JOURNAL OF PUBLIC POLICY & MARKETING, JOURNAL OF PERSONAL SELLING & SALES MANAGEMENT, AMS REVIEW, JOURNAL OF STRATEGIC MARKETING, JOURNAL OF BUSINESS ETHICS, and CASE RESEARCH JOURNAL, as well as others.

This text was okay. Compared to other business textbooks, the formatting made it hard to read and it seems to be a little less durable than most other textbooks. There is one section at the end of each chapter called "What would you do?" which may be good for assignments if you choose to use this book for a college level classroom instruction.

This book was required for my class. I found it curiously one-sided and its tendency to assume that business ethics and values issues are substantially simpler than they are is tiresome. However, I am substantially more annoyed by the use of examples and support which do not seem illustrative of the issue at hand. At least there aren't a lot of typos. That said, no trouble with the shipper or condition of the book. Certainly not the seller's fault that the content of the book annoys me.

Timely deliver, brand new book: no complaints whatsoever!

I could not have asked for a better textbook. Some other reviews say this book is one sided, they are right. What they do not tell you is that the book is pro-consumer, pro-green, and pro-ethics. A very good read and text.

I enjoyed this book.

Did the job at the time...

Got the package without the book in it....

Nice and clean. In good condition.

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