# Contents

Preface vii
Introduction xi

1. WHAT IS CSR? 1
   Definitions 2
   Reporting & Measurement 5
   Mapping the Terrain 8
   Related Terms 12
   Chapter Summary 14
   Review Questions 15
   Appendix: More CSR Definitions 15

2. THREE FOUNDATIONAL ASSUMPTIONS 21
   Mutual Dependence 22
   Markets as Social Institutions 25
   Social Control 28
   Chapter Summary 30
   Review Questions 31

3. CSR AND VALUE CREATION 33
   What Do We Want? 33
   How do We Get There? 34
   The Perfect Competition Market Model 37
   Alternative Frameworks 40
   Value Creation 53
   Chapter Summary 54
   Review Questions 56

4. THE CSR DEBATE 59
   Types of CSR 60
   Arguments for CSR 62
   Arguments Against CSR 67
   Chapter Summary 70
   Review Questions 71
5. THE FUTURE OF CSR 75
   New Developments 75
   Conceptual Frames 80
   It’s Up to You 85
   Chapter Summary 85
   Review Questions 86

References 89
About the Author 95