



Corporate Responsibility

Archie B. Carroll, Kenneth J. Lipartito

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This thought-provoking history of corporate responsibility in the USA is a landmark publication documenting the story of corporate power and business behavior from the mid-eighteenth century to the modern day. It shows how the idea of corporate responsibility has evolved over time, with the roles, responsibilities and performance of corporations coming increasingly under the spotlight as new norms of transparency and accountability emerge. Today, it is expected that a corporation will be transparent in its operations; that it will reflect ethical values that are broadly shared by others in society; and that companies will enable society to achieve environmental sustainability as well as a high standard of living. As we enter the second decade of the twenty-first century, the social, political and economic landscape is once again shifting: the need for an informed public conversation about what is expected of the modern corporation has never been greater.

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