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Corporate Responsibility in Europe

Government Involvement in Sector-specific Initiatives


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 excerpt

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The sector-specific approach to Corporate Responsibility (CR) has attracted little attention so far, although the industrial sector is a key variable in any company's economic environment. Therefore, this book introduces sector-specific CR as a way to increase the success and impact of business engagement. It focuses on sector-specific initiatives with government

involvement as appropriate governance mechanisms to address sustainability challenges through public-private collaboration. What is the state of sector-specific CR across Europe? How do sector-specific initiatives work and what are criteria for their good performance? What roles do governments play in such initiatives? To answer these questions, the book draws on rich empirical evidence from five industries across eight European countries as well as on the expertise of numerous CR and industry experts. In doing so, its target audience is both researchers and practitioners. Academics will find a starting point for further research in this emerging field, whereas practitioners are offered empirical and effective models for promoting sector-specific CR.

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