To fully comprehend corporate social responsibility (CSR), corporations must understand the many-sided nature of CSR. This book provides insight into the theoretical foundation, beliefs, and expectations of the multiple stakeholders; the governance of CSR commitment; and corporations' strategies associated with the design, development, implementation, and communication strategies for CSR through the case study on Malaysia. The book also explains why corporations should pursue a dual economic and social function and why it is critical to an organisation’s success. It also describes the CSR trends and influences such as sustainability and globalisation on the future of CSR.

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