

Tulder, Rob van and Zwart, Alez van der (2006) *International Business-Society Management: Linking Corporate Responsibility and Globalization*, NY: Routledge

The number of books on Business-Society Management, Business Ethics and Corporate Communication has seen an exponential growth, but most do not treat the issues, strategies and societal interaction in a homogenous manner. At last, here is a book that does just that.

International Business-Society Management covers conflicts in which primarily large multinationals were targeted by non-governmental organizations. The conflicts surrounding Burma, blood diamonds, child labor, oil spills, food safety, patents on HIV/AIDS medication and labor rights, have resulted in a large number of disciplining activities. The authors formulate clear conditions for effective functioning of the reputation mechanism and of (self) regulation.

Drawing on a wealth of experience both in research and teaching, the authors have developed a text that integrates reputation, responsibility, ethics and accountability. Clearly constructed around a carefully designed framework including an in-depth analysis of the issues, fascinating cases to illustrate the theory in practice and providing the reader with a strategic point of view, International Business-Society Management is a must-have book for all those studying or teaching business ethics, reputation, public relations, corporate social responsibility or corporate accountability.