

## Managing Corporate Social Responsibility in Action

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Hond, Frank Den, De Bakker, Frank G.A., Neergaard, Peter (Eds.) (2007) *Managing Corporate Social Responsibility in Action (Corporate Social Responsibility Series)*  
, Burlington, VT: Ashgate Publishing

**Book Description:** In this volume, the authors focus on different aspects of managing CSR in action to capture differences between discourse and practice. By examining the question from three angles - talking about CSR, doing CSR and measuring CSR - they attempt to make sense of the difference between practice and reality.

**From the Inside Flap:** Since the mid 1990s political and public debates about the social responsibilities of firms have gained renewed force. Although CSR seems to be a well defined concept in management literature, in its diverse applications the CSR concept loses much of its pertinence. In *Managing Corporate Social Responsibility in Action*, the authors focus on different aspects of managing CSR in action to capture differences between discourse and practice. By examining the question from three angles - talking about CSR, doing CSR and measuring CSR - they attempt to make sense of the difference between practice and reality. This volume considers ways to overcome the difficulties that arise around CSR in action.

**About the Author:** Dr Frank den Hond and Dr Frank de Bakker are both from the Department of Public Administration and Organization Science, Vrije Universiteit, The Netherlands. Peter Neergaard is Professor at the Copenhagen Business School, Denmark.