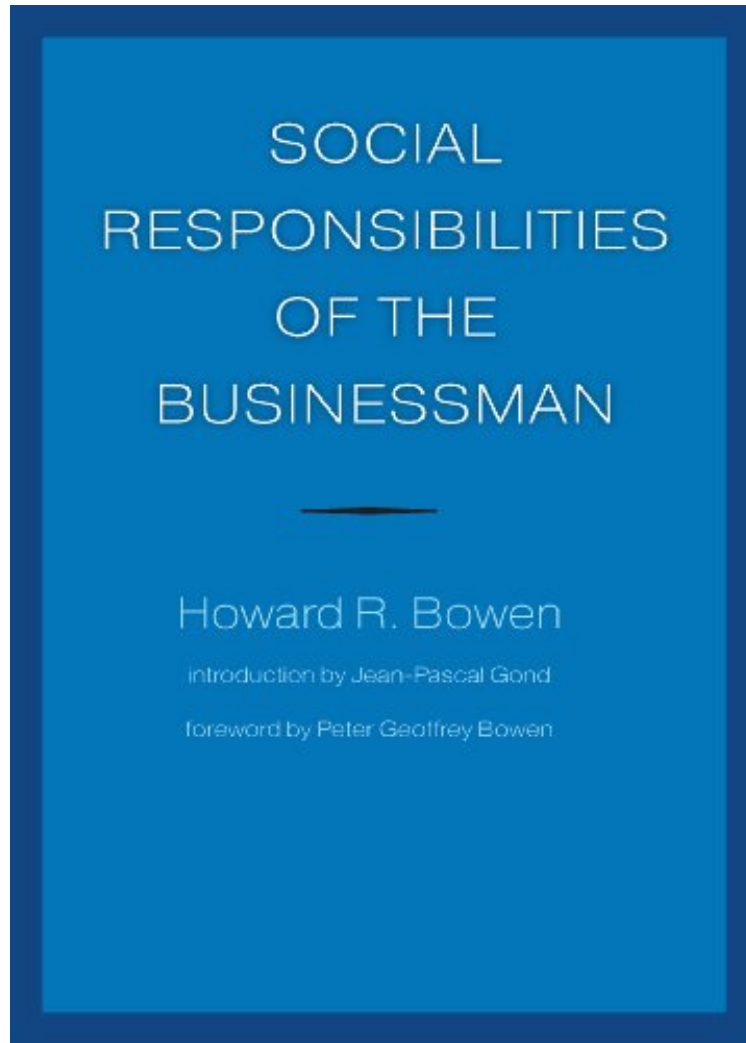



Social Responsibilities of the Businessman (University of Iowa Faculty Connections)

Howard R. Bowen

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Howard R. Bowen : Social Responsibilities of the Businessman (University of Iowa Faculty Connections) before purchasing it in order to gage whether or not it would be worth my time, and all praised Social Responsibilities of the Businessman (University of Iowa Faculty Connections):

0 of 0 people found the following review helpful. Anticipating social and environmental issues in half a centuryBy Bento Alves da Costa FilhoA very good text about social responsibility in a time when the issue was not in fashion yet. Bowen had a deep understanding of the dynamics of the American corporation. Quite a lesson about business ethics!

Corporate social responsibility (CSR) expresses a fundamental morality in the way a company behaves toward society.

It follows ethical behavior toward stakeholders and recognizes the spirit of the legal and regulatory environment. The idea of CSR gained momentum in the late 1950s and 1960s with the expansion of large conglomerate corporations and became a popular subject in the 1980s with R. Edward Freeman's *Strategic Management: A Stakeholder Approach* and the many key works of Archie B. Carroll, Peter F. Drucker, and others. In the wake of the financial crisis of 2008–2010, CSR has again become a focus for evaluating corporate behavior.

"Howard Bowen's landmark book *Social Responsibilities of the Businessman* launched the modern era of significant, serious writings on the topic. As its title suggests, there were few businesswomen during this period, but this book is essential to men and women alike in business and academe today. In this classic volume, Bowen posed the question that has been driving the field of corporate social responsibility (CSR) for over half a century: What responsibilities to society may businesspeople reasonably be expected to assume? This seminal book should be number one on everyone's reading list in social responsibility, corporate citizenship, and sustainability today. I am thrilled that it is being republished so that everyone now can get their own copy."—Archie B. Carroll, professor emeritus of management, Terry College of Business, University of Georgia