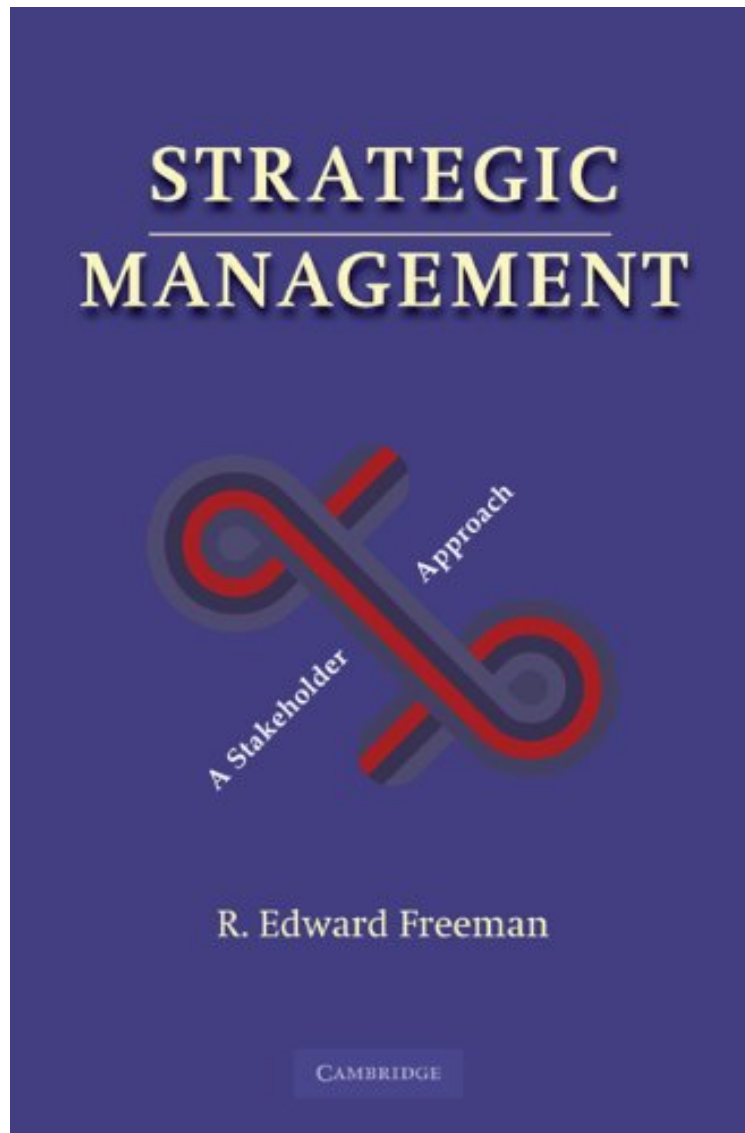


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Strategic Management: A Stakeholder Approach

R. Edward Freeman

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Louml;nnrothBusiness has after a long time caught on to the theories proposed by Prof. Freeman. His stakeholder theory is a cornerstone in recent standards such as Global Reporting Initiative and Integrated Reporting. The book is quite theoretical and some of the examples show that it was written a long time ago, but it is a must read for those interested in going back to the sources of today's Corporate Social Responsibility ideas.0 of 1 people found the following review helpful. Very good but a bit datedBy Frank J. SpevakRelatively short read that covers all of the topics related to understanding the stakeholder approach. The examples/cases are very good but you have to have been around a while to even remember some of the names. If you look at them for the structure of the problem and the solution you should be fine.

Strategic Management: A Stakeholder Approach was first published in 1984 as a part of the Pitman series in Business and Public Policy. Its publication proved to be a landmark moment in the development of stakeholder theory. Widely acknowledged as a world leader in business ethics and strategic management, R. Edward Freeman's foundational work continues to inspire scholars and students concerned with a more practical view of how business and capitalism actually work. Business can be understood as a system of how we create value for stakeholders. This worldview connects business and capitalism with ethics once and for all. On the 25th anniversary of publication, Cambridge University Press are delighted to be able to offer a new print-on-demand edition of his work to a new generation of readers.

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