

The Civil Corporation

Simon Zadek

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THE **Civil** CORPORATION

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Revised Edition with New Introductory Essay

Winner of the 2006 Academy of Management's
Social Issues in Management Book Award

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Simon Zadek : The Civil Corporation before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Civil Corporation:

2 of 5 people found the following review helpful. Up-to-date report on the corporate accountability movement By Rolf Dobelli Some economists say that the purpose of corporations is simple: to earn profitable returns on their capital investments. All else is incidental, even superfluous. This might be termed the Milton Friedman approach, for the famous Chicago-school economist. However, others contend that corporations, particularly global ones, must assume

responsibility for "sustainable economic development." If corporations don't, they argue, who will? Without concerted corporate action, the earth will become polluted, and sooner rather than later, global warming will increase, with calamitous effects. Poverty and hunger will mount. The superrich will live in guarded enclaves, cordoned off from the hellish and chaotic lives of the majority. In Simon Zadek's award-winning book, the ethicist and visionary examines corporate social and environmental responsibility and provides a practical prescription for meaningful, positive changes. getAbstract says Zadek's book is required reading for executives, public policy makers, academics and others who ponder the role of corporations in creating a sustainable world economy.

The Civil Corporation is top draw reading for business professionals, management students and academics, activists and public servants. It goes to the heart of the issue of business in society, cutting through the rhetoric of campaigners and business-speak by framing the tough questions in balanced and yet provocative terms. Crucially, it connects an insightful vista of the broader landscape with a set of practical 'do's' that have stood the test of time. The book was awarded the prestigious Academy of Management's Social Issues in Management Book Award in 2006, confirming that Zadek has produced what every author aspires to: a classic book that is timely in its application.