



## Socially Responsible International Business

### Critical Issues and the Way Forward

New Horizons in International Business series

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Acting in a socially-responsible manner has become a crucial success factor for many international firms due to the highly complex, competitive, and volatile global environment in which they operate. This book will contribute new ideas, contemporary knowledge, and original research to the area of socially-responsible international business, and offers challenging directions for future research. Topic covered range from global environmental influences on acting in a socially-responsible way; foreign buyer reactions to responsible business and international market targeting to development of socially-responsible international business strategies.

'Clearly, sustainability and social responsibility are becoming an indispensable priority for corporations. This book arrives at exactly the right time, as academics and students alike become acutely aware of the importance of corporate social responsibility.'

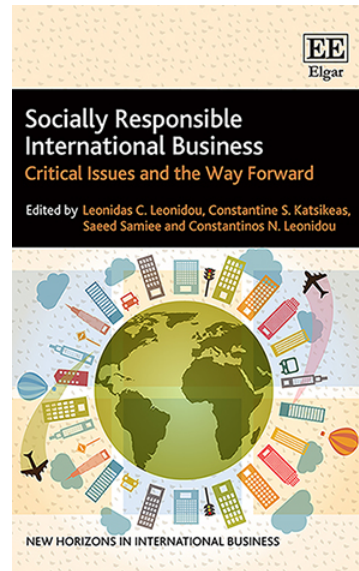
– S. Tamer Cavusgil, Georgia State University, US

'This book is a welcome and timely addition to the business and academic community with heightened awareness about global environmental degradation and unfair business practices well as increased economic inequities around the world. It covers corporate social responsibility practices with contextual richness dealing with governments and consumers in international business.'

– Masaaki Kotabe, Temple University, US

'Cross-cultural dimensions of CSR are thorny and difficult. Consequently, researchers have often neglected this important field. This book represents a most welcome counterpoint. Focusing specifically on the social responsibility of international business, it offers inspiring and thought provoking readings for researchers and practitioners alike.'

– Bodo B. Schlegelmilch, Vienna University of Economics and Business, Austria



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