

## **FOR IMMEDIATE RELEASE**

### **PRINCIPLES OF CORPORATE SOCIAL RESPONSIBILITY: A GUIDE FOR STUDENTS AND PRACTICING MANAGERS IN DEVELOPING AND EMERGING COUNTRIES**

*Principles of Corporate Social Responsibility: A guide for students and practicing managers in developing and emerging countries* is designed to meet the urgent need for a comprehensive and definitive introduction and teaching text for Corporate Social Responsibility [CSR]. With the aim to become the standard textbook to teach a complete course unit at undergraduate or postgraduate levels, this is a book that can be used by practicing managers to understand the practice of CSR, equipping them with knowledge and skills of how to integrate CSR into business strategy and operations.

Edited by a multidisciplinary team of four experts, David Katamba, Dr. Christoph Zipfel, David Haag and Dr. Charles Tushabomwe-Kazooba, along with other contributors, the book stresses the linkage of CSR and modern business management. It starts by defining CSR, then shows how to get involved in CSR, how to identify CSR opportunities, communicating CSR activities to stakeholders and tracking CSR performance.

*Principles of Corporate Social Responsibility: A guide for students and practicing managers in developing and emerging countries* concludes by giving the reader the practical skills in designing CSR strategies in order to use them for competitiveness as well as tracking performance of CSR programs. This is a book that will become essential reading on the topic of CSR for many years to come.

#### **About the Author:**

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*Principles of Corporate Social Responsibility: A guide for students and practicing managers in developing and emerging countries* (ISBN: 978-1-61204-484-2) is now available for \$12.97 and can be ordered through the publisher's website:

<http://sbpra.com/DavidKatamba> or at [www.amazon.com](http://www.amazon.com) or [www.barnesandnoble.com](http://www.barnesandnoble.com).

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