



# The Practical Guide to Corporate Social Responsibility: Do the Right Thing

*Stephen Asbury, Richard Ball*

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Corporate social responsibility has gained substantial traction in recent decades but many still struggle with conveying the importance of integrating ethics and environmental and social values within the demands of a business world understandably concerned with making profit. First published in 2009 as 'Do the Right Thing', *The Practical Guide to Corporate Social Responsibility* guides you through the basics, teaching how to recognise CSR benefits and put principles into practice in a business-focussed way.

This new edition helps readers get to grips with improving their organisation's environmental management, sustainability, health and safety and trading ethics with straightforward guidance and tips. A new 'Do The Right Thing' Model assists organisations with identifying risks and frames corporate social responsibility in a business context accessible to all. Features include:

- An updated Do the Right Thing Model aligned to the new ISO high level structure for management system standards
- 20 global case studies to demonstrate how the model can impact performance
- A corporate social responsibility policy template for your organisation's use
- Helpful 'Test your thinking' exercises to check your understanding and stretch your working knowledge
- 100 practical actions for you to start implementing today

This is an essential introduction to the complex areas of corporate social responsibility that affect health and safety practitioners, environmental managers, human resources personnel and those working with quality and business assurance. It will also be critical reading for those looking to understand how CSR fits into the new high level structure of ISO 9001, ISO 14001 and ISO 45001.

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