

C A F E Practices Results Assessment Conservation

Introduction to Public Relations: Strategic, Digital, and Socially Responsible Communication presents a comprehensive introduction to the field of public relations (PR) with a focus on new media and social responsibility. Recognizing that the shifts in technology, business, and culture require a fresh approach, authors Janis Teruggi Page and Lawrence J. Parnell show students how today's PR professionals create persuasive messages with modern technologies while working in line with the industry's foundations. The authors balance this approach with a focus on understanding communication theory, history, process, and practice, and how all these concepts can be applied to strategic PR planning. The Second Edition features new and refreshed content throughout, including cases, chapter-opening scenarios, and profiles of both young and senior practitioners with tips and career guidance for student success. Included with this title: The password-protected Instructor Resource Site (formally known as SAGE Edge) offers access to all text-specific resources, including a test bank and editable, chapter-specific PowerPoint® slides. Learn more.

In the wake of the 1987 Brundtland Report, sustainable development has become key to the management systems within businesses, and a means by which companies can increase their long-term value. Being a 'sustainable company' increasingly means 'staying alive in business' and has become a necessity for all kinds of enterprises, from the micro-sized to global corporations. In more recent years, many companies, and indeed governments, have looked at sustainability as a means to combat the multiple challenges of environmental accidents, global warming, resource depletion, energy, poverty and pollution. However, being sustainable or maintaining sustainability is not an easy task for a company's management function. It needs continuous support and engagement from the board, the executive management, staff and other stakeholders alike. Additionally, it brings extra costs to the company in terms of hiring trained staff, organising continuous training in the company, publishing sustainability reports and subscribing to a rating system. Sustainability must be nourished by a company's board as well as by all of its departments, such as accounting, marketing and human resources. By the same token, it is not enough for a company simply to declare itself a 'sustainable business' or rely on past measures and reputation; sustainability is an ongoing activity and one which has to be proved by periodically disclosing sustainability reports, according to international rating systems. In *Sustainability and Management: An International Perspective*, K?ymet Çal?yurt and Ülkü Yüksel bring together international authors from a variety of specialisations to discuss the development, aspects, problems, roadmap, trends and disclosure systems for sustainability in management. The result is a lively, insightful exposition of the field.

Adopting a 'global value chain' approach, *Value Chain Struggles* investigates the impact of new trading arrangements in the coffee and tea sectors on the lives and in the communities of growers in South India. Offers a timely analysis of the social hardships of tea and coffee producers Takes the reader into the lives of growers in Southern India who are struggling with issues of value chain restructuring Reveals the ways that the restructuring triggers a series of political and economic struggles across a range of economic, social, and environmental arenas Puts into perspective claims about the impacts of recent changes to global trading relations on rural producers in developing countries

Compliance has become key to our contemporary markets, societies, and modes of governance across a variety of public and private domains. While this has stimulated a rich body of empirical and practical expertise on compliance, thus far, there has been no comprehensive understanding of what compliance is or how it influences various fields and sectors. The academic knowledge of compliance has remained siloed along different disciplinary domains, regulatory and legal spheres, and mechanisms and interventions. This handbook bridges these divides to provide the first one-stop overview of what compliance is, how we can best study it, and the core mechanisms that shape it. Written by leading experts, chapters offer perspectives from across law, regulatory studies, management science, criminology, economics, sociology, and psychology. This volume is the definitive and comprehensive account of compliance.

In its journey from the margins to the mainstream, the idea of corporate responsibility has become a significant part of the business agenda. Whilst society has always held expectations of business that go beyond wealth creation, the backdrop against which businesses now operate - characterised by financial crisis, climate change, political shifts, and population growth - has seen corporate responsibility becoming increasingly central to the ability of businesses to address global concerns. In a world where prosperity is measured in terms of economic growth, the pressure on business to maximise profits whilst also being held publically accountable for its social and environmental record, continues to increase. Drawing on numerous case studies, theories, and perspectives, this textbook explores what corporate responsibility reveals about the changing role of business in the twenty-first century. The third edition has been updated to reflect the full impact of the 2008-9 financial crisis and new examples of actual business practice have been presented throughout. These include: Google and their struggles with the Chinese government over censorship; Trafigura and their illegal dumping of toxic waste; and Proctor and Gamble and their charitable work to provide clean water to poor communities. The text is accompanied by an Online Resource Centre which includes: For students: Additional case studies Further reading Sources on regulation and governance Suggested films Web exercises Web links For lecturers: Images from the book

In this #1 New York Times bestseller, the CEO of Starbucks recounts the story and leadership lessons behind the global coffee company's comeback and continued success. In 2008, Howard Schultz decided to return as the CEO of Starbucks to help restore its financial health and bring the company back to its core values. In *Onward*, he shares this remarkable story, revealing how, during one of the most tumultuous economic periods in American history, Starbucks again achieved profitability and sustainability without sacrificing humanity. Offering you a snapshot of the recession that left no company unscathed, the book shows in riveting detail how one company struggled and recreated itself in the midst of it all. In addition, you'll get an inside look into Schultz's central leadership philosophy: It's not about winning, it's about the right way to win. *Onward* is a compelling, candid narrative documenting the maturing of a brand as well as a businessman. Ultimately, Schultz gives you a sense of hope that, no matter how tough times get, the future can be more successful than the past.

Readers gain a strong understanding of the importance of business ethics, sustainability, and stakeholder management from a strong managerial perspective with Carroll, Brown and Buchholtz's *BUSINESS AND SOCIETY: ETHICS, SUSTAINABILITY, AND STAKEHOLDER MANAGEMENT*, 10E. Readers see, first-hand, how the most successful business decision makers are able to balance and protect the interests of various stakeholders, including investors, employees, consumers, the community, and the environment. They review the importance of business decision making particularly now, as businesses recover from a perilous financial period. Readers are able to examine in detail the social, legal, political, and ethical responsibilities of a business to all external and internal groups that have a stake, or interest, in that business. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Packed with cases, exercises, simulations, and practice tests, the market-leading *BUSINESS ETHICS: ETHICAL DECISION MAKING AND CASES*, 11th Edition, thoroughly covers the complex environment in which managers confront ethical decision-making. Using a proven managerial framework, this accessible, applied text addresses the overall concepts, processes, and best practices associated with successful business ethics programs --?helping you see how ethics can be integrated into key strategic business decisions. Thoroughly revised, this edition incorporates coverage of new legislation affecting business ethics, the most up-to-date --?examples, and the best practices of high-profile organizations. It also includes 20 new or updated original case studies. Important Notice: Media content referenced within

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This book provides a critical socio-legal study that brings together the latest scholarly advances on corporate social responsibility, and, at the same time, addresses the pressing issue of corporate liability for harmful acts across the supply and production chains. Corporations have seldom been held responsible and virtually never liable for the acts of their subsidiaries and subcontractors. Actors as different as workers, investors, individual consumers, and shareholder activists claim that corporations should accept greater responsibility for communities and environments affected by their activities. The book argues that a global value chain's head corporations remain immune to any liability because of the 'economically dependent-legally independent' relationships between core corporations and their periphery suppliers and subcontractors. To tackle this problem, globally, the author acknowledges that 'we' as a society need to reduce the economic dependence as described above – which is far too excessive – by ensuring a level playing field both economically and socially. More concretely, she argues that in order to realise transnational corporate liability, 'we' as lawyers need to find a way (or ways) to establish legally effective relationships between head corporations and their economically dependent entities. Readers of this book will be able to export the concept of corporate social liability, developed in the context of value chains, and apply it to other contexts involving corporate activities where they need to tackle unrestrained corporate freedom and make global businesses responsible and socially useful.

This book provides a comprehensive overview of each of the sourcing business model. Readers will master the art and science of strategic sourcing by being able to chart a unique path that fits their capacity to apply more the full continuum of strategic sourcing concepts and tools.

This book investigates the ways in which these systems can promote public value by encouraging the disclosure and reuse of privately-held data in ways that support collective values such as environmental sustainability. Supported by funding from the National Science Foundation, the authors' research team has been working on one such system, designed to enhance consumers ability to access information about the sustainability of the products that they buy and the supply chains that produce them. Pulled by rapidly developing technology and pushed by budget cuts, politicians and public managers are attempting to find ways to increase the public value of their actions. Policymakers are increasingly acknowledging the potential that lies in publicly disclosing more of the data that they hold, as well as incentivizing individuals and organizations to access, use, and combine it in new ways. Due to technological advances which include smarter phones, better ways to track objects and people as they travel, and more efficient data processing, it is now possible to build systems which use shared, transparent data in creative ways. The book adds to the current conversation among academics and practitioners about how to promote public value through data disclosure, focusing particularly on the roles that governments, businesses and non-profit actors can play in this process, making it of interest to both scholars and policy-makers.

This book is based on the assumption that “organic has lost its way”. Paradoxically, it comes at a time when we witness the continuing of growth in organic food production and markets around the world. Yet, the book claims that organic has lost sight of its first or fundamental philosophical principles and ontological assumptions. The collection offers empirically grounded discussions that address the principles and fundamental assumptions of organic farming and marketing practices. The book draws attention to the core principles of organic and offers different clearly articulated and well-defined conceptual frameworks that offer new insights into organic practices. Divided into five parts, the book presents new perspectives on enduring issues, examines standards and certification, gives insights into much-discussed and additional market and consumer issues, and reviews the interplay of organic and conventional farming. The book concludes with a framework for rethinking ethics in the organic movement and reflections on the positioning of organic ethics.

Following on from their previous volume on Chocolate as Medicine, Philip K. Wilson and W. Jeffrey Hurst edit this companion volume, Chocolate and Health, providing a comprehensive overview of the chemistry, nutrition and bioavailability of cacao and chocolate. The book begins with a brief historical introduction to the topic, outlining the current and historical medical uses of chocolate and chocolate derivatives. The remainder of the text is arranged into three sections, taking the reader through various aspects of the nutritional and health aspects of cacao. The first section covers the cultivation, chemistry and genome analysis of cacao. The second section discusses the biochemistry and nutritional components of cacao in relation to health, covering bioavailability and the metabolism and metabolomics of cacao. The final section provides an overview of the potential use of chocolate in health and medical care. Each section is written and prepared by experts within each field, providing a global perspective of the current and ongoing research in this area. This text provides the reader with a complete overview of the field and is of interest to food and biomedical scientists, as well as nutritionists, medicinal chemists and anyone with an interest in chocolate.

Today's best companies get it. From retail to finance and industries in between, the organizations who recognize that doing good is good business are becoming the ultimate value creators. They're changing their culture and generating every form of value that matters: emotional, experiential, social, and financial. And they're doing it for all their stakeholders. Not because it's simply politically correct, because it's the only path to long-term competitive advantage. These are the firms of endearment. Companies people love doing business with, working for and collaborating with as partners. Since the publication of the First Edition, the concept of corporate social responsibility has become embraced as a valid, important, and profitable business model. It is a trend that has transformed the workplace and corporate world. This Second Edition updates the examples, cases, and applications from the original edition, giving readers insight into how this hallmark of the modern organization is practiced today. Uncommon Grounds tells the story of coffee from its discovery on a hill in ancient Abyssinia to the advent of Starbucks. In this updated edition of the classic work, Mark Pendergrast reviews the dramatic changes in coffee culture over the past decade, from the disastrous “Coffee Crisis” that caused global prices to plummet to the rise of the Fair Trade movement and the “third-wave” of quality-obsessed coffee connoisseurs. As the scope of coffee culture continues to expand, Uncommon Grounds remains more than ever a brilliantly entertaining guide to the currents of one of the world's favorite beverages. Sensitivity to scales is one of the key challenges in environmental governance. Climate change, food production, energy supply, and natural resource management are examples of environmental challenges that stretch across scales and require action at multiple levels. Governance systems are typically ill-equipped for this task due to organisational and jurisdictional specialisation and short-term planning horizons. Further to this, scientific knowledge is fragmented along disciplinary lines and research traditions in academia and research institutions. State-of-the-art, Scale-Sensitive Governance of the Environment addresses these challenges by establishing the foundation for a new, trans-disciplinary research field. It brings together and reframes a variety of disciplinary approaches, using the idea of scales to create a conceptual and methodological basis for scale-sensitive governance of the environment from both a natural and social science perspective. This volume presents new visions, methods and innovative applications of thinking and decision making across scales in space and time to develop a holistic view on the subject. It is unique in providing: F analysis on how spatial, temporal, and governance scales are constructed, politically and scientifically defined, institutionalized in governance practices, and strategically used in policy discourses F details on how current environmental governance practices can be enriched by the use of theory on scale, with specific research themes to show the benefits of recognizing scales in empirical research F insightful case studies drawn from countries in the Americas, Eastern and Southern Africa, Europe, and South and Southeastern Asia, covering a wide range of environmental topics including biodiversity, climate change, commodities (tea and palm oil), cultural landscapes, energy, forestry, natural resource management, pesticides, urban development, and water management. With its comprehensive coverage of scale and scaling issues and convergence of widely

different scientific approaches, this book is essential for environmental scientists, policy makers and planners, also conservation biologists and ecologists who are involved in modeling climate change impacts and sustainability. This reference will also benefit students of environmental studies, and all those who seek a response to the urgent environmental governance challenges for the decades ahead.

An expert on business strategy offers a pragmatic take on how businesses of all sizes balance the competing demands of profitability and employment with sustainability. The demands and stresses on companies only grow as executives face a multitude of competing business goals. Their stakeholders are interested in corporate profits, jobs, business growth, and environmental sustainability. In this book, business strategy expert Yossi Sheffi offers a pragmatic take on how businesses of all sizes—from Coca Cola and Siemens to Dr. Bronner's Magical Soaps and Patagonia—navigate these competing goals. Drawing on extensive interviews with more than 250 executives, Sheffi examines the challenges, solutions, and implications of balancing traditional business goals with sustainability. Sheffi, author of the widely read *The Resilient Enterprise*, argues that business executives' personal opinions on environmental sustainability are irrelevant. The business merits of environmental sustainability are based on the fact that even the most ardent climate change skeptics in the C-suite face natural resource costs, public relations problems, regulatory burdens, and a green consumer segment. Sheffi presents three basic business rationales for corporate sustainability efforts: cutting costs, reducing risk, and achieving growth. For companies, sustainability is not a simple case of “profits versus planet” but is instead a more subtle issue of (some) people versus (other) people—those looking for jobs and inexpensive goods versus others who seek a pristine environment. This book aims to help companies satisfy these conflicting motivations for both economic growth and environmental sustainability.

This volume is a practical guide that helps the reader build a quick, evidence-based understanding of green-growth strategies and challenges. Its cogent analysis of real-life case studies enables policy makers and company executives identify successful strategies they can adopt, and pitfalls they can avoid, in drafting and implementing green growth policies. The contributors' empirical assessment of these studies identifies the structural conditions required for economic growth to be compatible with environmental sustainability and how the transition to a new economic paradigm should be managed. A crucial addition to the debate now beginning in earnest around the world, this volume attempts to understand how we can nurture a new-born model of sustainable growth and help it evolve to maturity.

Business Ethics: Best Practices for Designing and Managing Ethical Organizations, Second Edition focuses on how to create organizations of high integrity and superior performance. Author Denis Collins shows how to design organizations that reinforce ethical behavior and reduce ethical risks using his unique Optimal Ethics Systems Model that outlines how to hire and train ethical employees, make ethical decisions, and create a trusting, productive work environment. Taking a practical approach, this text is packed with tips, strategies, and real-world case studies that profile a wide variety of businesses, industries, and issues. New to This Edition: Premium Ethical Dilemma videos located in the Interactive eBook challenge students to practice their ethical reasoning and ethical decision-making skills. New case studies tackle complex ethical issues through real-world companies such as the NFL, Wells Fargo, Exxon Mobil, and Volkswagen. New chapter-opening ethical dilemmas based on real situations allow students to grapple with the grey areas of business ethics. Optimal Ethics System Check-Up surveys summarize the best practices discussed in the chapter to allow students to assess, benchmark, and continuously improve their own organization. Ethics in the News activities profile real-world events such as United Airlines' removal of a passenger on an overbooked flight to challenge students to think critically about how they would respond in a particular situation. Up for Debate features highlight contentious issues that students encounter in real life (such as Facebook privacy).

The State of Agricultural Commodity Markets 2020 (SOCO 2020) aims to discuss policies and mechanisms that promote sustainable outcomes – economic, social and environmental – in agricultural and food markets, both global and domestic. The analysis is organized along the trends and challenges that lie at the heart of global discussions on trade and development. These include the evolution of trade and markets; the emergence of global value chains in food and agriculture; the extent to which smallholder farmers in developing countries participate in value chains and markets; and the transformative impacts of digital technology on markets. Along these themes, SOCO 2020 discusses policies and institutions that can promote inclusive economic growth and also harness markets to contribute towards the realization of the 2030 Agenda and its Sustainable Development Goals.

Learn how to think and act like an effective marketer and forward-focused disruptor in today's dynamic, fast-paced business environment with Ferrell/Hartline/Hochstein's *MARKETING STRATEGY, 8E*. You learn to develop long-term, customer-oriented marketing strategy and successful marketing plans with this edition's systematic, reader-friendly approach. The latest examples from organizations as familiar as Spotify, Nintendo and Microsoft work with updated vignettes and the latest research and data. New cases from Tesla, Netflix and even the recent COVID-19 pandemic clearly illustrate the need for marketers to think proactively and anticipate change. You examine today's trends, from strategic digital marketing tools and integrated marketing communication to new marketing models. This edition also discusses product labeling, social media segmentation, crisis preparedness and innovation in global marketing as you learn to analyze, plan and implement effective marketing strategies. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Is Fairtrade® Fair? examines the scope, impact and potential of Fairtrade labeling for marginalized producers in developing countries. This is achieved by looking critically at the evolution of Fairtrade values and markets, including its somewhat controversial engagement with conventional businesses. In examining whether Fairtrade offers a panacea or is merely a "drop in the ocean" strategy, this book has key implications for both producers and consumers considering Fairtrade. While Fairtrade promises to "link" producers in developing countries with consumers in developed countries, *Is Fairtrade® Fair?* provides a grounded evaluation of opportunities for producers and further teases out the implications for consumers throughout the work. It also provides an essential resource for consumers and academics seeking to understand fair trade.

The SAGE Encyclopedia of Food Issues explores the topic of food across multiple disciplines within the social sciences and related areas including business, consumerism, marketing, and environmentalism. In contrast to the existing reference works on the topic of food that tend to fall into the categories of cultural perspectives, this carefully balanced academic encyclopedia focuses on social and policy aspects of food production, safety, regulation, labeling, marketing, distribution, and consumption. A sampling of general topic areas covered includes Agriculture,

Labor, Food Processing, Marketing and Advertising, Trade and Distribution, Retail and Shopping, Consumption, Food Ideologies, Food in Popular Media, Food Safety, Environment, Health, Government Policy, and Hunger and Poverty. This encyclopedia introduces students to the fascinating, and at times contentious, and ever-so-vital field involving food issues. Key Features: Contains approximately 500 signed entries concluding with cross-references and suggestions for further readings Organized A-to-Z with a thematic “Reader’s Guide” in the front matter grouping related entries by general topic area Provides a Resource Guide and a detailed and comprehensive Index along with robust search-and-browse functionality in the electronic edition This three-volume reference work will serve as a general, non-technical resource for students and researchers who seek to better understand the topic of food and the issues surrounding it. Now in its second edition, this successful textbook examines the multiple dimensions of corporate responsibility. Offering a perfect balance of theoretical and practical coverage, it provides a historical and interdisciplinary overview of the field; a summary of different management approaches; and a review of key actors and trends worldwide. The authors adopt a critical perspective that encourages students to debate various issues in this ever-evolving field. By combining an insightful and interdisciplinary approach with the pedagogy that students need, *Corporate Responsibility, Second Edition*, provides a comprehensive introduction to the subject.

From the president and CEO of the Appalachian Mountain Club comes an astounding comprehensive plan to save our planet, make the outdoors the epicenter of our communities, and commit to an active outdoor lifestyle. In *The Outdoor Citizen*, John Judge coins the term “Outdoor Citizen” as he delivers an urgent call to action and a remarkably persuasive argument for why we must all become citizens of the natural world, reconnecting with life's most essential foundation, nature, and defending it, embracing it, and advocating for it. Judge, an international leader in conservation stewardship, covers such topics as how to turn our cities into Outdoor Cities, with a wide range of green spaces, outdoor recreation activities, eco-friendly transportation, and sustainable food sources; how to globally transition to green energy sources; what environmental policies must be implemented and how to enact them; and how to fund a sustainable economy. At a time when we are facing an unprecedented climate crisis, the continued use of carbon emissions will lead to devastating, irreversible effects on the earth. This unique and riveting volume, brimming with expert advice and case studies, is unparalleled—a game-changer for saving our planet and an entry point into a world of healthier and happier people.

The decisions a corporation makes affect more than just its stakeholders and can have wide social, environmental, and economic consequences. This facilitates a business environment built around the practical regulations and transparency necessary to ensure ethical and responsible business practice. *Corporate Social Responsibility: Concepts, Methodologies, Tools, and Applications* is a vital reference source on the ways in which corporate entities can implement responsible strategies and create synergistic value for both businesses and society. Highlighting a range of topics such as company culture, organizational diversity, and human resource management, this multi-volume book is ideally designed for business executives, managers, business professionals, human resources managers, academicians, and researchers interested in the latest advances in organizational development.

Peter Singer, the groundbreaking ethicist whom *The New Yorker* calls the most influential philosopher alive teams up again with Jim Mason, his coauthor on the acclaimed *Animal Factories*, to set their critical sights on the food we buy and eat: where it comes from, how it is produced, and whether it was raised humanely. *The Ethics of What We Eat* explores the impact our food choices have on humans, animals, and the environment. Recognizing that not all of us will become vegetarians, Singer and Mason offer ways to make healthful, humane food choices. As they point out: You can be ethical without being fanatical.

Ethical sourcing, both through fair trade and ethical trade, is increasingly entering the mainstream of food retailing. Large supermarkets have come under pressure to improve the returns to small producers and conditions of employment within their supply chains. But how effective is ethical sourcing? Can it genuinely address the problems facing workers and producers in the global food system? Is it a new form of northern protectionism or can southern initiatives be developed to create a more sustainable approach to ethical sourcing? How can the rights and participation of workers and small producers be enhanced, given the power and dominance of large supermarkets within the global food chain? What role can civil society and multistakeholder initiatives play in ensuring the effectiveness of ethical sourcing? This book brings together a range of academics and practitioners working on issues of ethical sourcing in the global food system. It critically explores the opportunities and challenges in the ethical sourcing of food by combining analysis and case studies that examine a range of approaches. It explores whether ethical sourcing is a cosmetic northern initiative, or can genuinely help to improve the conditions of small producers and workers in the current global food system.

Bridging the Values Gap Business has a values problem. It's not just spectacular public scandals like Enron (which, incidentally, had a great corporate values statement). Many companies fail to live up to the standards they set for themselves, alienating the public and leaving employees cynical and disengaged—resulting in lower productivity, less innovation, and sometimes outright corruption. The reason, argue top scholars and consultants Edward Freeman and Ellen Auster, is that all too often values are handed down from on high, with little employee input, discussion, or connection to the challenges and opportunities facing the organization. Although the words may be well-intentioned, they aren't reflected in the everyday practices, policies, and processes of the organization. This practically invites disconnects between intention and reality. To bridge this gap between the “talk” and the “walk”, Freeman and Auster provide a process through which organizations can collectively surface deeply held values that truly resonate with everyone, from top to bottom. Their Values Through Conversation (VTC) process focuses on four key types of values conversations: introspective (reflecting on ourselves and how we do things in the organization), historical (exploring our understanding of our past and how it impacts us), connectedness (creating a strong community where we work well together), and aspirational (sharing our hopes and dreams). By developing values through discussions—casual or formal, one-on-one or in groups—VTC ensures that values are dynamic and evolving, not static words on a wall or a website. Freeman and Auster offer advice, real-world examples, and sample questions to help you create values that are authentic and embraced because they are rooted in the lived experience of the organization.

Economic development that meets the needs of the global population without jeopardizing the capacity of future generations is a worldwide challenge for multinational enterprises (MNEs). They are expected to balance their role as global economic actors and environmental stewards in the environment in which they operate. Contributors from India, Europe and the United States offer new perspectives, contrasting US, European and emerging economies' approaches to sustainability, and how they can generate roadmaps which yield innovative solutions for one of the most contentious issues of our era. Their review suggests that the differential performance across developed and emerging economies has exposed potential weaknesses. *Emerging Dynamics of Sustainability in Multinational Enterprises* promotes greater emphasis on experimenting with unique local and sustainable approaches to solving problems faced by firms in, or from, emerging economies. This is a critical resource for researchers, practitioners and policy-makers concerned with sustainable development issues, and a fresh reference for graduate level students and academics focusing on corporate governance, sustainable development and ethics, as well as multinational enterprise management.

OnwardHow Starbucks Fought for Its Life without Losing Its SoulRodale Books

Sustainable Business: Key Issues is the first comprehensive introductory-level textbook to address the interface between environmental challenges and business solutions to provide an overview of the basic concepts of sustainability, sustainable business, and business ethics. The book introduces students to the background and key issues of sustainability and suggests ways in which these concepts can be applied in business practice. Though the book takes a business perspective, it is interdisciplinary in its nature and draws on knowledge from socio-economic, political, and environmental studies, thereby providing a practical and critical understanding of sustainability in the changing paradigm of global business. It goes beyond the conventional theories of sustainability and addresses critical issues concerned with population, consumption and economic growth. It discusses realistic ways forward, in particular the Circular Economy and Cradle to Cradle frameworks. The book is both a theoretical and practical study guide for undergraduate and postgraduate international students of broad areas of sustainability, teaching ways to recognize opportunities for innovation and entrepreneurship at the intersection of environmental, economic, ethical, and social systems. It takes a strategic approach in applying the power of business methods and policy to address issues of global importance such as climate change, poverty, ecosystem degradation and human rights. This textbook is essential reading for students of business, management and sustainability courses. It is written in an engaging and accessible style, with each chapter including case studies, discussion questions, end of chapter summaries and suggestions for further reading.

Despite decades of efforts to integrate conservation and development, India is torn between two very different worldviews of peoples' place in the country's natural environment. This book takes a critical look at nature conservation and poverty alleviation in India. It opens up discussion of the conservation–development nexus in a country that stands at a major crossroads, where forces of neoliberalism, globalisation and urbanisation are driving the future of India's environment. As the book shows, conservation in India is increasingly concerned with creating 'theme parks' – inviolate, albeit isolated, spaces for wild nature, whereas development is concerned with fast-tracking the construction of built infrastructure while also rolling out nationwide welfare programmes – promising food, clothing and shelter for the poorest of the poor living in rural India. Conservation and development therefore have very different motivations and attempts to find a common ground have been fraught with challenges. This has been particularly so on the fringes of wildlife parks, where the rural poor come in frequent contact with wild animals to the detriment of both people and wildlife. Chapters are written by leading scholars on India to provide a vision of the future of Indian nature conservation. Whilst focused on India, the book will also be of interest to scholars and researchers of conservation and development more globally. As a 'rising power', the world's eyes are set on India's development trajectory and there is unprecedented interest in the course of development that the world's largest democracy takes in the decades to come.

A critical account of the rise of celebrity-driven "compassionate consumption."

Although the food industry is beginning to make headway with its sustainability initiatives, substantially more progress is needed in order to feed the world's growing population sustainably. The challenge is that the topic of sustainability can seem overwhelming and there is limited information that is specific to the food industry. Written by an experienced food industry professional with years of experience in sustainability, The 10 Principles of Food Industry Sustainability inspires and informs the progress required to nourish the population, revitalize natural resources, enhance economic development, and close resource loops. The book makes this complex topic approachable and actionable by identifying the most pressing sustainability priorities across the entire food supply chain and showing, with tools and examples, how producers, processors, packers, distributors, marketers and retailers all play a role in advancing improvement. The book begins with an overview of the Principles of sustainability in the food industry: what they are and why they matter. Subsequent chapters focus on each of the Ten Principles in detail: how they relate to the food industry, their global relevance (including their environmental, health, and social impacts), and the best practices to achieve the potential of meaningful and positive progress that the Principles offer. Specific examples from industry are presented in order to provide scalable solutions and bring the concepts to life, along with top resources for further exploration. The Principles, practices, and potential of sustainability in the food industry covered in this book are designed to be motivating and to offer a much-needed and clear way forward towards a sustainable food supply.

Fascinating insights into the changing supply chain industry inChina, from leading international experts A fascinating look at the enormous changes taking place in Chinatoday as it evolves from global manufacturer to global consumermarketplace, The Shipping Point: The Rise of China and theFuture of Retail Supply Chain Management explores how China'sascension will have a profound impact on the future of retailsupply chain management. Bringing together the knowledge andexpertise of leading supply chain and retail professionals fromaround the world to illuminate opportunities that are likely todevelop over the next decade in China, the book is essentialreading for anyone working with or looking to better understand howsupply chains work. Focusing on cutting edge logistics programs, processes, andtechnologies that will drive supply chain innovation in thetwenty-first century, the book highlights innovative logisticsprograms that link the Asia Pacific manufacturing base, withinternational retailers and end consumers. Providing real examplesof supply chain innovation in the marketplace to clearly illustratethe ideas in action, the book explores multi-country consolidationin China, strategies for greening the supply chain, supply chain& logistics IT systems, contingency planning strategy, and muchmore. Explores the programs, processes, and technologies that willdrive supply chain innovation in the years ahead, with a particularfocus on China Incorporates case studies contributed by retail executives andlogistics industry professionals from around the world Highlights innovative logistics programs that link the AsiaPacific manufacturing base with international retailers and endconsumers In The Shipping Point, international transportation andlogistics expert Peter Levesque and a team of contributing authorsprovide practical expertise and insights into present and futureopportunities for consumer retail and supply chainmanagement—and what it will take to turn those opportunitiesinto reality.

Certification of coffee producers is frequently suggested as a promising strategy for improving the position of smallholder farmers in the market. After the launch of the first Fairtrade label in 1988, several other standards have been promoted either by voluntary agencies (Utz-certified) or by private coffee companies. Each coffee label relies on different strategies for enhancing sustainable production and responsible trade. Coffee certification in East Africa is of a rather recent nature but has been rapidly expanding, representing currently 26 percent of the world's sustainable certified coffee supply. Marketing channels, cooperative organisation and household structures show notable differences between Kenya, Uganda and Ethiopia. Empirical studies on the effects of standards for smallholders are scarce. This book intends to deepen our understanding on the role and functions of coffee certification regimes, based on three innovative approaches: (1) longitudinal field survey data capturing changes in coffee farming systems and effects on household welfare; (2) in-depth interviews and behavioural experiments regarding

risk attitudes, trust and investments at cooperative level; and (3) detailed discourse analyses regarding gender roles and female bargaining power within coffee households. The chapters included in this book provide new and original evidence about the impact of coffee certification based on large-scale field surveys and in-depth interviews.

Understanding the interrelationship of business, society and government is vital to working at any level in a company of any size. This text uses a case analysis approach to explore this interrelationship in today's high-tech global community. The authors crystallize the complex array of issues that business leaders, managers, and employees face in market and nonmarket environments, from balancing stakeholder interests and dealing with government regulations to managing crises and making socially responsible and ethical decisions. Technical concepts come to life through a variety of cases and case questions, thought-provoking personal and professional applications, ethical dilemmas, and practical exercises. Furthermore, an appendix offers approaches to case analysis and includes a case analysis table that serves as a model for students and professors. With its thorough coverage of relevant issues and skill-building elements to stimulate critical thinking, this text will prepare students to understand and confront real-world business concerns.

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