

Corporate Social Responsibility and Strategic Market Positioning for Organizational Success

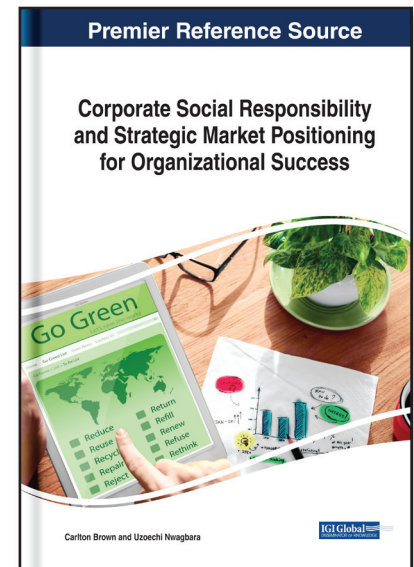
Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

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Description:

The decisions a corporation makes affect more than just its stakeholders, for they can have wide social, environmental, and economic consequences. The relationship between marketing and corporate social responsibility is important to facing these consequences and providing organizational success. Strategic marketing is a tool that can help to defuse tension between companies and their wider stakeholders as well as fend off criticism.

Corporate Social Responsibility and Strategic Market Positioning for Organizational Success is a critical scholarly resource that explores different approaches to understanding the nexus between business, marketing, technology, education, engagement, and sustainability. Featuring research on topics such as business strategy, marketing strategies, and organizational culture, this book is ideally designed for business managers and practitioners, commercial and corporate organizations, researchers, and academicians seeking coverage on the strategic importance of corporate social responsibility and marketing for commercial success.



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Topics Covered:

- Business Ethics
- Business Profitability
- Business Strategy
- Greenwashing
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- Shared Value
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- Sustainability

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