



International Business under Adversity: A Role in Corporate Responsibility, Conflict Prevention and Peace

Bagriele G. S. Suder

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"International Business under Adversity" explores the essential issues of corporate responsibility rooted in firms' international activities. The wide spread of specific sets of values, ways of thinking and living, infrastructures and technologies are commonly associated with the motivations of conflict, crisis and terrorism. What is the role of international business in this dilemma? How and why do international corporations maximize value beyond core strategy and partners through corporate responsibility? This informative and accessible resource expands the readers' understanding of the ways in which profit maximization, value creation and community benefit interconnect. How to respect the wider business settings and communities, the environment and encourage peace? Is this just another dream? This book clearly provides a starting point for upstream mitigation, in which collective action allows disruption to be avoided at its very roots. It shows the way into responsible business, as a downright condition for an enlightened self-interest for all parties to pursue. This book will be of great interest to those who wish to understand the case for corporate responsibility: its tools, measures and practices in Corporate Social Responsibility (CSR), conflict prevention, and reduction of risk and uncertainty in the globalized world. It will be valuable to the leadership of international corporations, and serve academics and postgraduate students to efficiently link the fields of risk management, CSR, business ethics and corporate strategy.

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