



# Corporate Citizenship: Perspectives in the New Century

*Ananda Das Gupta*

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## **Corporate Citizenship: Perspectives in the New Century** Ananda Das Gupta

The international community has policy tools to influence business activity within and between nations, and to help ensure that globalization proceeds in a way that benefits all. These tools include legislation and regulatory frameworks, voluntary compliance with an agreed set of standards monitored by a third party, or self-regulation by businesses, often in conformance with voluntary codes of conduct. Balancing corporate investment with community investment is the way of the future. With growing public interest and concern regarding the sustainability of communities as globalization deepens, it will be necessary to show that the nations are working together to ensure that the activities of the business community make a positive contribution to the communities in which they do business. With all these points in the backdrop, the book aims at underlining the big-picture thinking on issues related to the roles that business can play in fostering a moral, equitable and ecologically sustainable world.

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