



# **Corporate Social Responsibility: Using Strategic Business Management to Make Money in a Triple Bottom Line Approach Environment (Business Success Fast Start Guides)**

*Les Collinsworth*

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## Meeting Stakeholder Expectations in a Market Driven by Environmental and Social Imperatives

Globalization, sustainable development, and developmental technology may be the watchwords of strategic business management in universities and corporate boardrooms around the world today, but there is a rising management trend that may well trump everything, and that is, Corporate Social Responsibility.

*Corporate Social Responsibility*, also known as CSR, is a management strategy where the goals of private enterprise are aligned with the goals of global sustainable development using a triple bottom line approach that focuses on achieving specific **financial goals**, while maintaining a sharp awareness of **environmental preservation** and **societal expectations**.

What can you do today to improve your organization's *social footprint* while meeting stakeholder goals? Discover the concept of **triple bottom line management** in this executive summary and case study analysis of the next management trend, Corporate Social Responsibility.

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