



The Planetary Bargain: Corporate Social Responsibility Comes of Age

Michael Hopkins

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Exploring many of the most pertinent ethical and economic issues of our time, this book offers both new insights and innovative solutions. Including case studies of international companies and analysis of research, Michael Hopkins addresses global commercial and social problems and examines the question of corporate social responsibility. His presentation of the case for a worldwide agreement or 'planetary bargain' between the private and public sectors is both a challenge and a potential source of hope for all those engaged in business in the last years of the twentieth century.

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