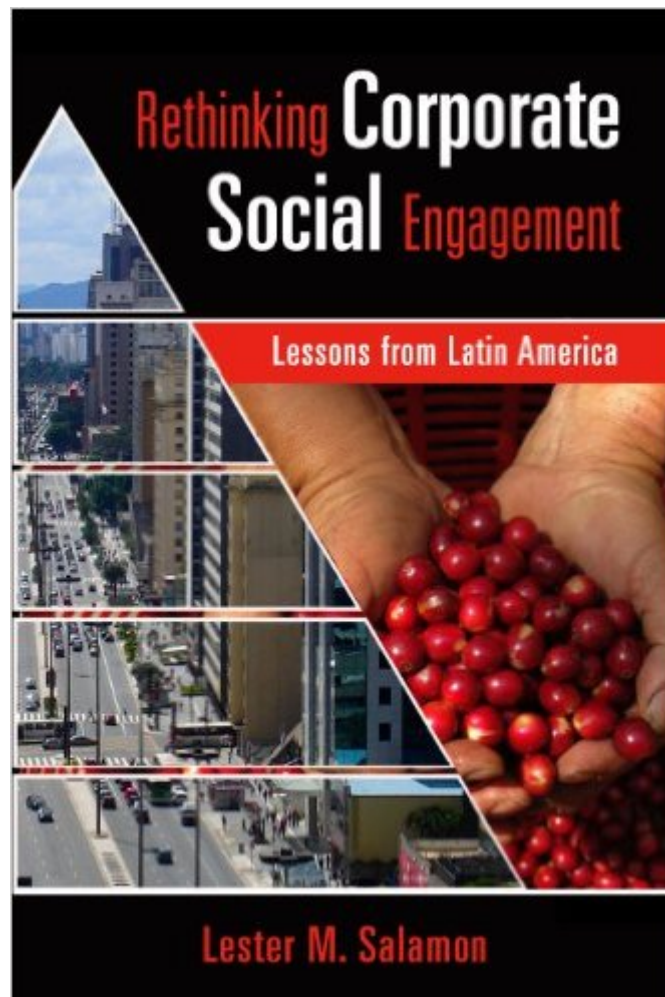


The book was found

Rethinking Corporate Social Engagement: Lessons From Latin America



Synopsis

In 1961, President John F. Kennedy launched a bold Alliance for Progress seeking to enlist moderate governments in Latin America behind a program of progressive reforms. Within 12 years, however, this effort was disbanded as political priorities in both the U.S. and Latin America shifted. More than three decades later, the Inter-American Foundation, a small U.S. government agency, launched a second alliance for progress in the Latin American region, this one seeking to forge ties between Latin American businesses and the region's growing civil society sector. Fifteen years later, this second alliance for progress has become a powerful force. In this new book, Lester M. Salamon, one of the foremost experts on civil society, assesses the reality behind the corporate social engagement (CSE) hype in Latin America. Rejecting the MBA approach that has dominated much of the thinking about CSE globally as inadequate for a region like Latin America, Salamon posits what he terms the corporate social engagement pyramid and finds that many advanced Latin American companies have moved fairly far up this pyramid in ways that hold lessons for corporations everywhere. Brief and highly readable, the book offers a constructive critique of received wisdom about CSE and a roadmap that companies and civil society organizations in other regions can follow.

Book Information

Paperback: 159 pages

Publisher: Kumarian Press (June 30, 2010)

Language: English

ISBN-10: 1565493133

ISBN-13: 978-1565493131

Product Dimensions: 8.9 x 6 x 0.5 inches

Shipping Weight: 8 ounces (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #2,153,324 in Books (See Top 100 in Books) #85 in Books > Business & Money > Economics > Commercial Policy #414 in Books > Politics & Social Sciences > Politics & Government > Public Affairs & Policy > Non-Governmental Organizations #1803 in Books > Textbooks > Business & Finance > International Business

[Download to continue reading...](#)

Rethinking Corporate Social Engagement: Lessons From Latin America
Corporate Finance: Corporate Finance Guide To Understanding Corporate Finance With Strategies For Business

Owners For Utilizing Corporate Finance Including ... Finance Business, Theory And Practice) What Color Is Your Parachute? Guide to Rethinking Interviews: Ace the Interview and Land Your Dream Job (What Color Is Your Parachute Guide to Rethinking..) What Color Is Your Parachute? Guide to Rethinking Resumes: Write a Winning Resume and Cover Letter and Land Your Dream Interview (What Color Is Your Parachute Guide to Rethinking..) Rethinking the Future: Rethinking Business Principles, Competition, Control and Complexity, Leadership, Markets and the World Latin Clash Cards - Latin for Children, Primer B (Latin Edition) Latin Clash Cards - Latin for Children, Primer A (Latin Edition) Jenney's First Year Latin (The Allyn and Bacon Latin program) (English and Latin Edition) Everynight Life: Culture and Dance in Latin/o America (Latin America Otherwise) Staying Healthy in Asia, Africa, and Latin America (Moon Handbooks Staying Healthy in Asia, Africa & Latin America) Social Security & Medicare Facts 2016: Social Security Coverage, Maximization Strategies for Social Security Benefits, Medicare/Medicaid, Social Security Taxes, Retirement & Disability, Ser Social Media: Master, Manipulate, and Dominate Social Media Marketing With Facebook, Twitter, YouTube, Instagram and LinkedIn (Social Media, Social Media ... Twitter, Youtube, Instagram, Pinterest) Social Media: Master Strategies For Social Media Marketing - Facebook, Instagram, Twitter, YouTube & LinkedIn (Social Media, Social Media Marketing, Facebook, ... Instagram, Internet Marketing Book 3) Independence in Latin America: Contrasts and Comparisons: Joe R. And Teresa Lozano Long Series in Latin American and Latino Art and Culture Sounding Salsa: Performing Latin Music in New York City (Studies In Latin America & Car) The Engagement Ring: How to Choose the Perfect Engagement Ring and Get It Right First Time Latin Monkey Match 2 Flashcard Game (Latin Edition) Latin Monkey Match Card Game (Latin Edition) Problems in Modern Latin American History: Sources and Interpretations (Latin American Silhouettes) Latin: First Year (Henle Latin)

[Dmca](#)