



EABIS ANNOUNCES NEW BOOK EXPLORING THE CHALLENGES AND OPPORTUNITIES OF ADVANCING CSR FROM RHETORIC TO REALITY

Published by Palgrave Macmillan, the Book Examines the Theoretical and Practical Debates amongst Companies, Governments, NGOs and Academic Institutions

Brussels, Belgium – 28 March 2006—The European Academy of Business in Society (EABIS), Europe's leading alliance on corporate responsibility research, education and training, today announced a new book titled Corporate Social Responsibility – Reconciling Aspiration with Application, the second book under its research umbrella. Published by Palgrave Macmillan and edited by leading academics in the field Andrew Kakabadse (Cranfield School of Management) and Mette Morsing (Copenhagen Business School), the book is the latest in a series of EABIS research projects, publications and events designed to advance knowledge on corporate responsibility and support its integration into business strategy and practice in Europe.

"At the heart of this book is the debate on the end and purpose of the firm and the means for achieving them," said Professor Gilbert Lenssen, President of EABIS. "With articles written by distinguished representatives from academia, business, civil society, consultancies and professional institutions, readers get an excellent look into the latest thinking behind corporate responsibility, comparing models and approaches and examining examples from leading global companies."

Theoretical Exploration and Practical Examination

The book features a collection of articles from leading academics, NGOs, researchers and businesses across Europe that examine the key questions and issues in corporate responsibility including governance, practical reporting tools, the challenges facing business schools and integrating corporate responsibility into business practices. Contributors include:

- **John Elkington** – Chairman, SustainAbility
- **R. Edward Freeman** – Professor, The Darden School University of Virginia
- **Titus Fossgard-Moser** – Sustainable Development Manager, Shell
- **Thomas Lingard** – Corporate Responsibility Manager, Unilever
- **Christopher Marsden** – Chair, Amnesty International Business Group
- **Jette Steen Knudsen** – Director, The Copenhagen Centre for Corporate Responsibility
- **George Cheney** – Professor, University of Utah
- **Juliet Roper** – Professor, University of Waikato

The book is divided into four parts, each examining different segments of the corporate responsibility debate:

- **Theories and Perspectives**
- **Reporting and Regulating**
- **Actions and Challenges**
- **Questions and Perspectives**

“As corporate responsibility continues to gain momentum within enterprises and at the European Union policy level, it is vital that we better establish information sharing between business, civil society, government representatives and researchers and evolve the CSR knowledge base to lead the debate,” said Peter Lacy, Executive Director of EABIS. “This book provides an excellent snapshot of leading thinking and practice in the current corporate responsibility debate and helps chart a course for its future.”

Availability

The book is now available. For more information or to purchase, click [here](#).

The first book under the EABIS umbrella, The Business of Sustainability, focuses on the business case for corporate responsibility. The book, published by Palgrave Macmillan and available on its [website](#), was authored by IMD’s Professor Ulrich Steger and published in partnership with the WWF. More information on Professor Steger’s Forum on Corporate Sustainability Management (CSM) can be found on the IMD [website](#).

About The European Academy of Business in Society

Established in 2002 by leading companies and business schools in partnership with the EU Commission, EABIS aims to integrate corporate responsibility into the mainstream of business theory and practice in Europe. EABIS funds collaborative research, education and training projects and hosts numerous events and workshops across Europe to develop more and better knowledge on corporate responsibility. It also leads the EU Commission funded ‘European Platform for Excellence on CSR’ project as the designated centre for excellence on CSR Research under FP6. With a European focus, but a global outlook, EABIS’ membership currently spans four continents and 19 countries and includes some of the world’s largest global corporations including Shell, Unilever, IBM, Johnson & Johnson and Microsoft and Europe’s top business schools such as INSEAD, IMD and the London Business School. www.eabis.org.

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