



Learning about Corporate Social Responsibility

The Dutch Experience

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For two years, representatives of 19 Dutch companies have been working together to find out what corporate social responsibility actually means in practice and what the added value of these efforts is. These activities have been carried out in the context of the Dutch National Initiative for Sustainable Development. The implementation of corporate social responsibility turns out to be a search process. It is not a clear-cut set of activities which any company can simply copy. "Learning about Corporate Social Responsibility" reports on the practical results of the NIDO programme and also reflects on the learning experiences gained from implementing corporate social responsibility in Dutch business practices.

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Ondernemen met hoofd en hart

Duurzaam ondernemen: praktijkervaringen

Author: Jacqueline Cramer

Publisher: Van Gorcum, Assen

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The experiences of the 19 Dutch companies, participating in the NIDO-programme were brought together by Jacqueline Cramer in the Dutch publication 'Ondernemen met hoofd en hart; duurzaam ondernemen: praktijkervaringen' ('Entrepreneurship with head and heart; corporate social responsibility: practical experiences'). The book is a short and practical insight guide to corporate social responsibility for corporate representatives.

The book is available at Dutch bookshops and via the publisher's website: www.vangorcum.nl