

CHAPTER OVERVIEW

4: Three Special Stakeholders - Society, the Environment, and Government

This chapter looks at sustainability and CSR from the perspective of a diverse constituency, including managers, employees, investors, government regulators, competitors, customers and clients, the community, and the environment. If you were a CEO, would you be willing to commit the time and money to incorporate CSR the right way in your company? Why might some businesses hesitate to use a *nemawashi*-style approach?

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