



Business Behaving Well: Social Responsibility, from Learning to Doing

Ron Elsdon

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Social responsibility has become a goal for both employers and employees in the business community. But what does the term “social responsibility” mean, and what paths must businesses take to make a positive impact on society? *Business Behaving Well* provides a rationale and roadmap that will enable businesses to integrate social responsibility into their purpose and operations. Using real-world examples from a broad variety of industries, including health care and education, Ron Elsdon and his contributors describe how nonprofit and public sector entities can structure effective relationships with private firms for everyone’s benefit. Addressing strategic issues as well as practical implementation, *Business Behaving Well* is for anyone who is actively engaged in the business world, individuals working in the public and nonprofit sectors, and students and faculty who study the relationship between business and social issues. *Business Behaving Well* provides both the tools and structure to apply principles of business social responsibility while inspiring readers with enthusiasm and the confidence to take action.

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