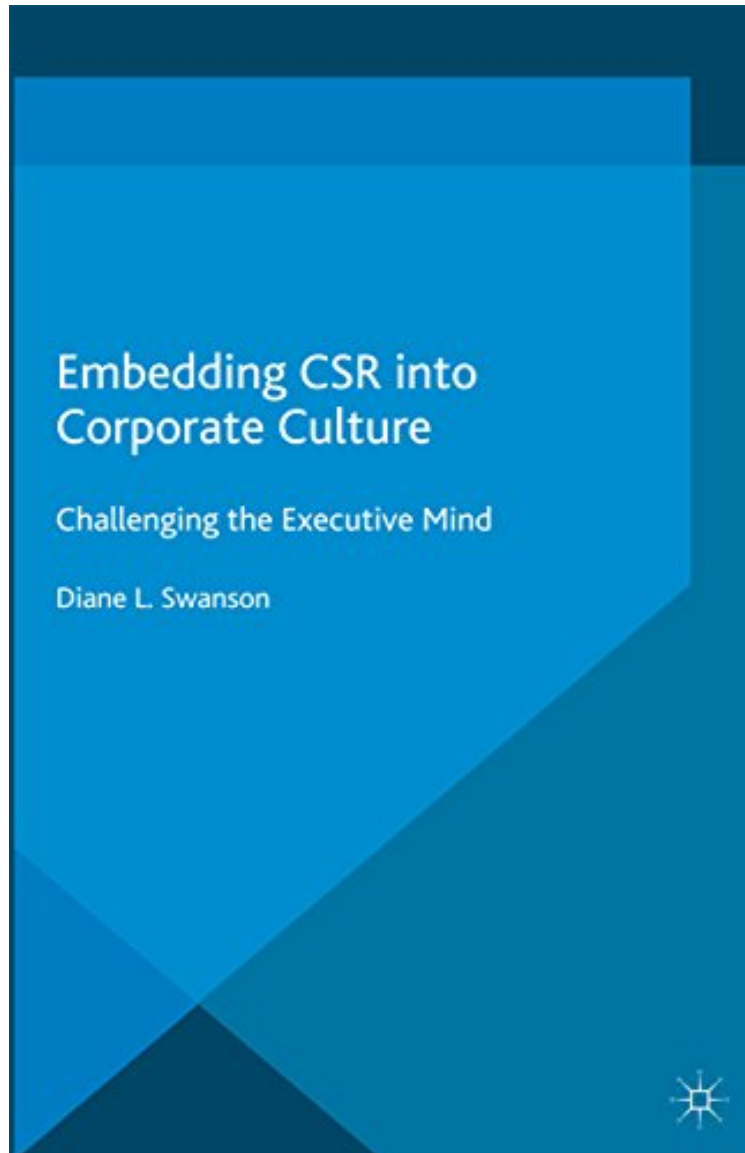


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# Embedding CSR into Corporate Culture: Challenging the Executive Mind

*D. Swanson*

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Embedding CSR into Corporate Culture demonstrates that a new frontier for corporate social responsibility is possible in theory and practice. The key idea - discovery leadership - enables corporate managers to deal effectively with problems, issues, and value clashes occurring at the corporation-society interface.

"A highly innovative, easily absorbed, practically useful approach to CSR leadership. Swanson has written one of those rare books that speaks directly to experienced corporate practitioners, seasoned academic theorists, and business school students. The book is peppered with tantalizing, creative pairings: 'executive myopia' versus 'normative receptivity,' 'value neglect' versus 'value attunement,' and 'discovery leadership versus amoral leadership.' Swanson's goal is to persuade corporate leaders that CSR practices can enhance economic operations and improve community relations simultaneously. Her message to CSR scholars is to expand, enrich, and operationalize academic understanding of business-and-community relations. No other CSR book displays the practical appeal and theoretical sophistication of this one." - William C. Frederick, Katz Graduate School of Business, University of Pittsburgh, USA  
About the Author Diane L. Swanson, Professor of Management, holds the Edgerley Family Chair of Distinction in Business Administration at Kansas State University, USA. Recognized in several who's who bibliographical indices for award-winning teaching and research, Swanson regularly serves on journal editorial boards and has published widely on corporate social responsibility, value-based leadership, and ethics education.