



La responsabilidad social, motor del cambio empresarial (Spanish Edition)

Aldo Santonja Olcese, Juan Alfaro de la Torre

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El mundo empresarial y financiero está en entredicho por la virulencia de la crisis económica y sus consecuencias sobre la ciudadanía. Los esquemas de la economía de mercado y el capitalismo liberal están en buena parte agotados y deben ser reformulados con inteligencia, sensibilidad y determinación. Empresas y empresarios, fundamentales para la recuperación económica y social, han de reinventar la gestión empresarial con criterios más humanistas aunque no menos economicistas. Una Economía de la Empresa Responsable y Sostenible basada en la Responsabilidad Social y la buena Gobernanza Corporativa se ha de configurar en torno a un nuevo paradigma de gestión que los responsables empresariales deben entender y aprender a manejar. Este libro recopila el «estado del arte» y la evolución positiva más reciente de la Responsabilidad Social dentro y fuera de España, propone ideas para la reflexión y soluciones para la acción válidas para directivos, empresarios y todos cuantos se relacionan con las empresas y sus Grupos de Interés.

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