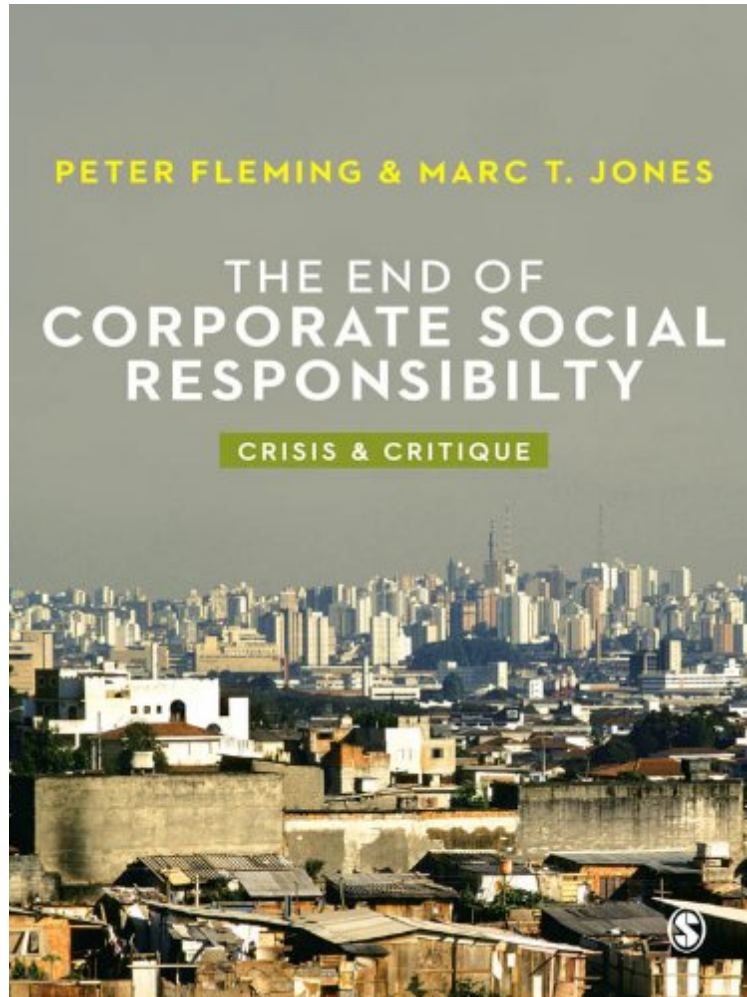


[Free] The End of Corporate Social Responsibility: Crisis and Critique

# The End of Corporate Social Responsibility: Crisis and Critique

*Peter Fleming, Marc V. Jones*

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Electronic Inspection Copy available for instructors hereProviding a much-needed critique of Corporate Social Responsibility (CSR) practice and scholarship, this book seeks to redress CSR advocacy, from a political and critical perspective. nbsp;A strident approach backed up by extensive use of case studies presents the argument that most CSR-related activity aims to gain legitimacy from consumers and employees, and therefore furthers the exploitative and colonizing agenda of the corporation. By examining CSR in the context of the political economy of late capitalism, the

book puts the emphasis back on the fact that most large corporations are fundamentally driven by profit maximization, making CSR initiatives merely another means to this end. Rather than undermining or challenging unsustainable corporate practices CSR is exposed as an ideological practice that actually upholds the prominence of such practices. As CSR gathers momentum in management practice and scholarship, students in the fields of CSR, business ethics, and strategy, will find this text a useful companion to counter received wisdom in this area.

'The US courts have advised corporations that they should carry out some good works, to deflect the danger that an "aroused public" might inquire into their actions and the enormous privileges granted to them by state power. This wide-ranging study brings to vivid light some of the ways in which the lessons are applied in the practices of "corporate social responsibility," revealing as well how discussion of such "ethical capitalism" often obscures the reality of capitalist ethics and its human consequences. It makes a strong case that the public should be aroused, and offers ideas as to what can be done.' - Noam Chomsky Institute Professor (retired), MIT, Cambridge MA 'This is an important book that offers a much needed critique of what has truly become what the authors call the 'opium of the people': corporate social responsibility. Fleming and Jones offer an incisive and unflinching critique of the religion of CSR' - Bobby Banerjee University of Western Sydney prime;The US courts have advised corporations that they should carry out some good works, to deflect the danger that an "aroused public" might inquire into their actions and the enormous privileges granted to them by state power. This wide-ranging study brings to vivid light some of the ways in which the lessons are applied in the practices of "corporate social responsibility," revealing as well how discussion of such "ethical capitalism" often obscures the reality of capitalist ethics and its human consequences. It makes a strong case that the public should be aroused, and offers ideas as to what can be done.prime; - Noam Chomsky Institute Professor (retired), MIT, Cambridge MA prime;This is an important book that offers a much needed critique of what has truly become what the authors call the prime;opium of the peopleprime;: corporate social responsibility. Fleming and Jones offer an incisive and unflinching critique of the religion of CSRprime; - Bobby Banerjee University of Western Sydney