



The True Value of CSR: Corporate Identity and Stakeholder Perceptions

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By considering the importance of Corporate Social Responsibility (CSR) as a business paradigm but also as a growing scepticism about its outcomes, *The True Value of CSR* answers questions about true value behind this concept, motivations of firms embedding CSR in their core strategies and a capacity of CSR to make a real difference on the market.

The presented papers and essays discuss why CSR fails by not preventing organizations from the risk of fraud or wrongdoing or why it is often accused of being an instrument of organizational PR policies. The book puts forward theoretical, empirical and practical contributions from authors coming from various fields such as economics, philosophy, management or law dealing with questions including but not limited to CSR capacity to build organizational identity, CSR perceptions and behaviours it can generate or its role in market settings. The authors, while presenting various approaches, empirical, theoretical or practice based reflections build a well balanced picture of CSR – a biased concept grounded in semantic emotionality of its 'social' component, which legitimacy and effectiveness depends on the institutional setting of relations between market and state.

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