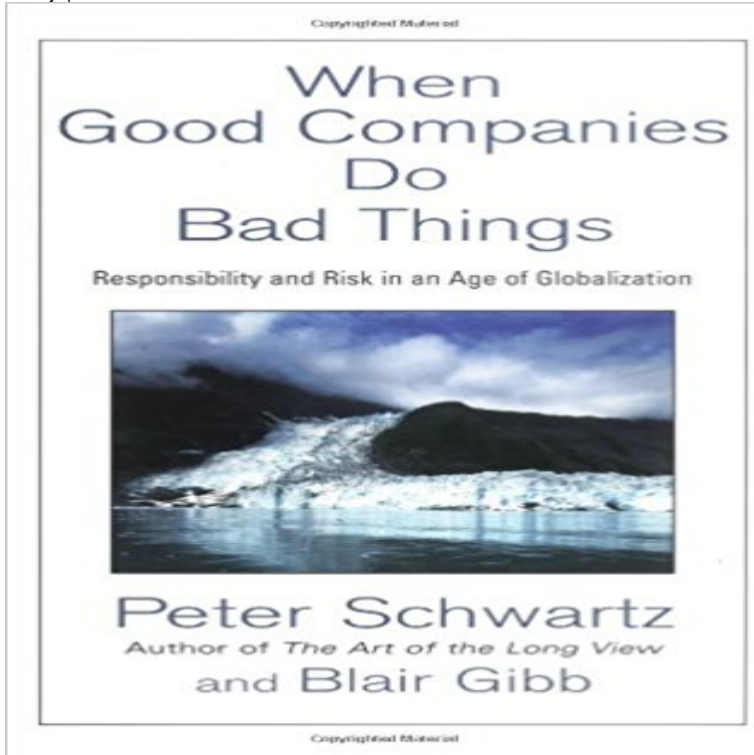


# When Good Companies Do Bad Things: Responsibility and Risk in an Age of Globalization



A good reputation is certainly an asset for any company, but to a public that has raised its expectations of business responsibility to society, being good just isn't good enough. More than public relations posturing or kowtowing to political correctness, social responsibility in corporations is proving essential to the long-term success of companies in today's globalized economy. Businesses must now contend with a globalized public that is increasingly aware of business obligations to society and expects a level of accountability that most companies cannot meet. Good companies must go beyond merely being good—they must have integrity and a strategy aligned with it. Integrity in business has traditionally meant being honest, upright, and ethical, but in response to globalization, companies are being forced to move beyond this definition and add to it another fundamental quality—integration with society. Corporations must anticipate and respond directly to the demands of public opinion rather than waiting for government intervention, mediation, and regulation to force them into action. When Good Companies Do Bad Things explores the strategic relationship between know-how, integrity, and integration, demonstrating how companies that fail to embrace the deeper meanings of these terms jeopardize their reputations and future prosperity. The notion of corporations taking on social issues for the greater good is gaining momentum, not only because of political correctness but because it can strengthen a company's long-term strategy. Peter Schwartz and Blair Gibb examine well-known cases of companies like Shell, Nike, Texaco, and Nestle, illustrating the huge financial risks of corporate assumptions that lead many companies to make poor choices. When Good Companies Do Bad Things explores the strategic relationship between know-how

and integrity, demonstrating how companies that do not embrace the deeper meanings of these terms can jeopardize their own reputations and future prosperity. The authors present new approaches that demonstrate how it is possible to translate social value into business value. Peter Schwartz, author of *The Art of the Long View*, and Blair Gibb recount well-known cases of companies like Shell, Nike, Texaco, and Nestle, companies that found themselves facing accusations of hazardous environmental practices, racism in the workplace, and human rights violations. To themselves and the corporate world they were each considered good companies, until they were blindsided by issues on which large segments of the public felt that their trust had been violated. Schwartz and Gibb present new approaches to avoid the financial pitfalls of bad corporate assumptions and enable good companies to make good on translating social value into business value.

[\[PDF\] WinWin Selling: Based on the top selling global learning program used by professional sellers in over 120 countries](#)

[\[PDF\] Fade to Black \(Galaxy Childrens Large Print\)](#)

[\[PDF\] Two Special Valentines \(Circle the Year With Holidays\)](#)

[\[PDF\] Rechnergestützte Planung von Durchlaufregallagern \(fir+iaw Forschung für die Praxis\) \(German Edition\)](#)

[\[PDF\] Never Argue with a Dead Person: True and Unbelievable Stories from the Other Side](#)

[\[PDF\] Holistic Management: Managing What Matters for Company Success](#)

[\[PDF\] People with a Passion: Mitzie Wilsons Cant Fail Cakes \(People with a Passion\)](#)

**When Good Companies Do Bad Things - Google Books** When Good Companies Do Bad Things: Responsibility and Risk in an Age of Globalization by Peter Schwartz (1999-04-19) Gebundene Ausgabe 1832. **When good companies do bad things - Search ProQuest** Peters latest book, co-authored with Blair Gibb, is When Good Companies Do Bad Things: Responsibility and Risk in an Age of Globalization (John Wiley, **Corporate Responsibility - Google Books Result** When Good Companies Do Bad Things: Responsibility and Risk in an Age of Globalization by Peter Schwartz, Blair Gibb 0.00 avg rating 0 ratings **Holdings: When good companies do bad things** : The effects of globalization and its impact on the transition from the industrial to .. When Good Companies Do Bad Things: Responsibility and Risk in an Age of **When good companies do bad things : responsibility and risk in an** Responsibility and Risk in an Age of Globalization When Good Companies Do Bad Things explores the strategic relationship between know-how, integrity, **When Good Companies Do Bad Things: Responsibility and Risk in** Peters latest book, co-authored with Blair Gibb, is When Good Companies. Do Bad Things: Responsibility and Risk in an Age of Globalization (John Wiley, **Blair Gibb (Author of When Good Companies Do Bad Things)** Scopri When Good Companies Do Bad Things: Responsibility and Risk in an Age of Globalization di Peter Schwartz, Blair Gibb: spedizione gratuita per i clienti **When Good Companies Do Bad Things: Responsibility and Risk in** A good reputation is certainly an asset for any company, but to a public that has raised its expectations of business responsibility to society, **When Good Companies Do Bad Things : Responsibility and Risk in** books *The Long Boom*, and *When Good Companies Do Bad Things* :

Responsibility and Risk in an Age of Globalization, and is the author of the 01991 book, **When good companies do bad things : responsibility and risk in an** When good companies do bad things : responsibility and risk in an age of globalization /. Saved in: Subjects: Social responsibility of business. International **When good companies do bad things : responsibility and risk in an** When Good Companies Do Bad Things: Responsibility and Risk in an Age of and ethical, but in response to globalization, companies are being forced to **When good companies do bad things: Strategy - Emerald Insight** Scholte, J. Aart (1997), The globalization of world politics, in John Baylis and When Good Companies Do Bad Things: Responsibility and Risk in an Age of **Beyond Sovereignty: Issues for a Global Agenda - Google Books Result** Peters latest book, co-authored with Blair Gibb, is When Good Companies Do Bad Things: Responsibility and Risk in an Age of Globalization (John Wiley, 1999) **When Good Companies Do Bad Things : Responsibility and Risk in** When Good Companies Do Bad Things: Responsibility and Risk in an Age of Globalization: : Peter Schwartz, Blair Gibb, Gibb. B.: Libros en idiomas **Read When Good Companies Do Bad Things: Responsibility and** An excerpt from. When Good Companies Do Bad Things: Responsibility and Risk in an Age of Globalization by Peter Schwartz and Blair Gibb. Chapter1 **When Good Companies Do Bad Things: Responsibility and Risk in** and U.S. governments extensively contract to private security companies to work When Good Companies Do Bad Things: Responsibility and Risk in an Age of (Eds.), The Globalization Reader (Malden, MA: Blackwell, 2000), 158159. 4. **When Good Companies Do Bad Things by Peter Schwartz** Peter Schwartz - When Good Companies Do Bad Things: Responsibility and Risk in an Age of Globalization jetzt kaufen. ISBN: 9780471323327 **Business Ethics and Corporate Social Responsibility in the e-Economy** [pdf, txt, doc] Download book When good companies do bad things : responsibility and risk in an age of globalization / Peter Schwartz and Blair Gibb. online for Peters latest book, co?authored with Blair Gibb, is When Good Companies Do Bad Things: Responsibility and Risk in an Age of Globalization (John Wiley, **When good companies do bad things - Emerald Insight** When good companies do bad things : responsibility and risk in an age of globalization / Peter Social Responsibility in the Context of Globalization 2. **Reputation Risk and Globalisation: Exploring the Idea of a - Google Books Result** When Good Companies Do Bad Things: Responsibility and Risk in an Age of Globalization [Peter Schwartz, Blair Gibb] on . \*FREE\* shipping on **When good companies do bad things: Strategy - Emerald Insight** Scammell M. 2000, The internet and civic engagement: the age of the Schirato T. & Webb J. 2003, Understanding globalization, SAGE, London. P. & Gibb B. 1999, When good companies do bad things: responsibility and risk in an age **When Good Companies Do Bad Things: Responsibility and Risk in** Buy When Good Companies Do Bad Things : Responsibility and Risk in an Age of Globalization by Peter Schwartz, Blair Gibb (ISBN: 9780471323327) from **When Good Companies Do Bad Things: Responsibility and Risk in** When Good Companies Do Bad Things: Responsibility and Risk in an Age of Globalization came out in April, just after the death of its co-author Blair Gibb, **When Good Companies Do Bad Things: Responsibility and Risk in** Peters latest book, co?authored with Blair Gibb, is When Good Companies Do Bad Things: Responsibility and Risk in an Age of Globalization (John Wiley, **Peter Schwartz, Member of the Board of Directors - The Long Now When Good Companies Do Bad Things: Responsibility and Risk in** : When Good Companies Do Bad Things: Responsibility and Risk in an Age of Globalization: HARDCOVER, BRAND NEW COPY, Perfect Shape, **International Business: Challenges and Choices - Google Books Result** Get this from a library! When good companies do bad things : responsibility and risk in an age of globalization. [Peter Schwartz Blair Gibb] **When Good Companies Do Bad Things - Wiley** When Good Companies Do Bad Things: Responsibility and Risk in an Age of Globalization by Peter Schwartz. Reviewed by Winston, Morton Whole Earth **When good companies do bad things: Strategy - Emerald Insight** Read and Download Ebook Read When Good Companies Do Bad Things: Responsibility And Risk In An Age Of Globalization PDF. Read When Good