



Small Business, Big Change: A Microentrepreneur's Guide to Social Responsibility (Paperback)

By Susan Chambers

Night Owls Press, United States, 2012. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Corporate social responsibility (CSR) has long dominated the conversation on the commitment of business to the environment, consumer and employee well-being, and the health and welfare of local communities where it operates. The dialogue increasingly includes small- and medium-sized businesses- but we still rarely think of the solopreneur or microentrepreneur as having a tangible stake. It's time for the conversation about sustainability and social responsibility to go beyond CSR. Small Business, Big Change: A Microentrepreneur's Guide to Social Responsibility by Susan Chambers is one of the first books developed just for soloentrepreneurs and microbusiness owners on how to incorporate socially responsible and sustainable business practices. Written specifically for the little shop, this indispensable book offers practical and effective approaches to implementing and tracking socially responsible initiatives related to: operational and management practices; business networks and communities; vendors and contractors; customers and employees; and shareholders and investors. If you've ever felt you lacked the time, money, or resources to adopt sweeping changes, or if you think you're too small to make a difference,...



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