Table of Contents

form by the

Foreword	9
Chapter 1 The Social Drama of Corporate Action: A Challenge for Research (Introduction)	11
Chapter 2 Exploring Theoretical Threads	15
Setting the Scene: The Changing Role of Business in Society Economic approaches to integrating social considerations into business decisionsand their limits - Legislative approaches to controlling business behaviorand their limits - Alternative approaches to sensitizing business to societal concerns	15
Attempts at Reconceptualizing the Relation between Business and Society Recognizing increasing interdependence - Research traditions in the United States and Europe	19
Exploring Windows on Corporate Social Performance: The Theoretically Grounded Development of Research Questions Research Question 1: How do the responsibilities of business in society get defined? - Research Question 2: How does a company become involved in a societal issue? - Research Question 3: What are the characteristics of "responsive corporations"?	23
Seeking Links between Individuals, Organizations, and Society Setting up a conceptual loom - Exploring the functions of networks	44

Chapter 3 Designing the Research and Handling the Data	49
Designing the Research Issue identification - Choosing countries - Acquiring background expertise - Composing the sample - Overview of the sample - Designing the interviews	49
Data Collection	64
Data Analysis Catagorizing the data - Grappling with comparability	65
Of Principles, Processes, People, and Performance: Insights from the Data	69
Chapter 4 Backdrop: Youth Unemployment and Corporate Responses	71
Types of Responses Found in Sample Companies The responses of West German companies - The responses of British companies	73
Summary Assessment of the Distribution of Activities	76
Chapter 5 Corporate Social Responsibility: From Typologies to Weaves	78
	78
Looking at Further Reasons Social conscience: "The right thing to do" - Personal satisfaction - Why not?	85
Categories and Beyond	89
	Designing the Research and Handling the Data Designing the Research Issue identification - Choosing countries - Acquiring background expertise - Composing the sample - Overview of the sample - Designing the interviews Data Collection Data Analysis Catagorizing the data - Grappling with comparability Of Principles, Processes, People, and Performance: Insights from the Data Chapter 4 Backdrop: Youth Unemployment and Corporate Responses Types of Responses Found in Sample Companies The responses of West German companies - The responses of British companies Summary Assessment of the Distribution of Activities Chapter 5 Corporate Social Responsibility: From Typologies to Weaves Fitting into Categories Looking at Further Reasons Social conscience: "The right thing to do" - Personal satisfaction - Why not?

Chapter 6 Corporate Social Responsiveness:	
From Stages to Roles	94
Looking for Stages	95
Exploring Processes	97
Eliciting Patterns from the Cases	103
Respondents in Diverse and Multiple Roles Formal roles - Enriching formal roles - Societal roles	107
Chapter 7 Features of Responsive Corporations: From Structure to Culture	118
The Influence of Structural Featuresand their Limits Industrial and regional distribution of active companies - Impacts of company size, ownership, and financial condition	119
Enabling Cultural Factors Networking - Supportive freedom - Idea-led decision-making	125
Learning from Success	132
Chapter 8 From Threads to Fabric: Towards a New Understanding of Multiple Roles and Permeable Boundaries	136
Business in Society	137
Care and Social Conscience	139
The Individual as Actor	141
Culture as the Context of Individual Action	142
A Cloth for All Seasons?	143
References	146