

Contents

<i>List of figures</i>	vii
<i>List of tables</i>	viii
<i>List of contributors</i>	ix

Introduction and overview	1
<i>Christine A. Mallin</i>	

PART I CSR IN EUROPE

1 CSR and integrated triple bottom line reporting in Italy: case study evidence	9
<i>Andrea Melis, Silvia Carta and Silvia Del Rio</i>	
2 CSR in Spain: examples of some practices	40
<i>Maria Sacristán Navarro and Silvia Gómez Ansón</i>	
3 Sticking to core values: the case of The Body Shop	59
<i>Bert van de Ven, André Nijhof and Ronald Jeurissen</i>	

PART II CSR IN CENTRAL AND EASTERN EUROPEAN COUNTRIES

4 CSR in Russia	81
<i>Alexander Settles, Olga Melitonyan and James Gillies</i>	
5 Responsible business in Polish economic practice: the experiences of the Camela S.A. Factory of Clothing Inserts	98
<i>Izabela Koladkiewicz</i>	

PART III CSR IN ASIA AND AUSTRALIA

6 CSR dynamics in South Korea and Japan: a comparative analysis	123
<i>Seungho Choi and Ruth V. Aguilera</i>	
7 Pulp, politics, process and pollution: Gunns Ltd and the Tamar Valley pulp mill	148
<i>Kathy Gibson and Gary O'Donovan</i>	

PART IV CSR: ADDITIONAL DIMENSIONS

8	A case study of the strategic use of CSR: the American Gaming Association and the National Center for Responsible Gaming	177
	<i>Kate Spilde Contreras and Donald S. Siegel</i>	
9	Accounting disclosure and human rights in the oil industry	194
	<i>Matthias Beck and Steven Toms</i>	
10	Does the adoption of codes of conduct marginalize labor unions? The case of Turkey's garment industry	216
	<i>Melsa Ararat and Mahmut Bayazit</i>	
11	CSR in Islamic financial institutions in the Middle East	258
	<i>Samy Nathan and Chris Pierce</i>	
	<i>Index</i>	275