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Social Responsibility - A Non-Technological Innovation Process

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About the ebook

This book explores the realm of social responsibility in the context of innovation, business practice and economic crises. Readers can apply related principles to their business practices and enhance their business prospects in a modern environment facing the challenges of socio-economic crises.

Contents

- ▶ Introduction - Cultural Innovation for Social Responsibility Stimulated by the Global Occupy Movement and the European Union
- ▶ Radical Innovation of Values, Culture, Ethics, and Norms Required for Social Responsibility
- ▶ Human and Organizational Social Responsibility
- ▶ Crisis? What Crisis?
- ▶ Towards A New Economic Paradigm: The Parallel History of Economic Thought and the Way Forward

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