



Responsible Corporate Strategy in Construction and Engineering: "Doing the Right Thing?"

Martin Loosemore, Florence Phua

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The role that communities have to play in the evolution and implementation of an effective strategy is often overlooked, despite the fact that it is becoming increasingly important and complex. This book addresses how consulting and contracting firms in the construction and engineering industries integrate Corporate Social Responsibility (CSR) into business strategy and how this translates into better business performance. In the context of the current global drive towards sustainability, it seeks to untangle the rhetoric and reality of CSR, providing a guide to effective and meaningful engagement with the community in the boardroom.

Ideas, concepts, theories and debates in the previously separate areas of corporate performance; corporate social responsibility; corporate strategy and; corporate governance are integrated for the first time in this book, promoting a more liberal and wider debate about CSR. The result is an important and timely examination of a new challenge which faces every firm in the engineering and construction industry, from the very largest transnational corporations, to consultants and to the many thousands of small and medium sized enterprises that employ the vast majority of people in the industry.

Contemporary research is integrated with practice throughout this book in a clear and easy-to-follow style. The extensive use of real-life examples ensures that the content is of value to managers who have to deal with the reality of the industry on a day-to-day basis. The case studies of some of the world's leading firms provide rich qualitative data to support the arguments and are an excellent source of learning and teaching material to the subject of CSR for students.

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