Introduction
The Center for Responsible Management Education (CRME) was founded as a university-independent organisation with the mission of supporting responsible management education and empowering responsible managers. CRME recognised the lack of textbooks in responsible management education and, in response, published graduate and undergraduate textbooks and established a “PRME Book Collection.”

Challenges
Many business schools worldwide have begun to integrate topics related to responsible management into their curricula, which were initiated before the foundation of PRME and continue with the Principles. Those courses were and mostly still are conducted from an organisational-level perspective, exhibiting typical course titles such as business and society, corporate social responsibility, business ethics, or sustainable business. While those courses are an important development forward, few courses exist that specifically approach the managerial level. CRME made its raison d'être to support educators and academic institutions in the design of educational activities, courses, and programmes. These educators and institutions would then empower responsible managers in their day-to-day activities on a managerial level. The immediate challenge to address before achieving this goal was the dearth of educational materials for responsible management education.

Actions taken
CRME first focused on establishing contacts with publishing houses that were interested in contracting books related to responsible management education. Communication with educators, practitioners, publishers, and the PRME Secretariat resulted in four types of books that were needed: An undergraduate level textbook, a graduate level textbook, secondary textbook bringing PRME aspects into mainstream business courses, and guides for educators and responsible management practitioners. As a consequence, the following three publication projects were initiated through a collaborative multi-stakeholder model involving educators, academics, and practitioners:

- **Graduate Level Textbook**: The graduate textbook titled “Principles of Responsible Management” will be published in fall 2013 through the publisher Cengage. The book is most adequate for business students at the graduate level. Chapters cover context and theory of management, the concepts of sustainability, responsibility and ethics, and how they are applied throughout mainstream business functions, from accounting to strategy.

- **Undergraduate Level Textbook**: “Responsible Business: Theory, Practice, Change” will be published in an interactive e-book format in summer 2013. The book content is appropriate for undergraduate and multi-disciplinary courses. The interactive e-book format is designed to be especially attractive for younger, internet-native students and allows for global availability at a very accessible price.
Center for Responsible Management Education (CRME)
Empowering responsible management education through book publishing

- **PRME Book Collection**: The “PRME Book Collection” is a series of books centred on the publication of secondary PRME-related textbooks and guides for educators and practitioners of responsible management through the publisher Business Expert Press.

**Results**

By May 2013, these activities had provided publication opportunities to more than 100 educators, academics, and practitioners. The publications allowed for interdisciplinary knowledge creation and theory-practice transfer between academics and practitioners. The PRME Book Collection had signed 14 books on responsible management education for publication, out of which four were already published.

Even before its official publication in fall 2013, the graduate textbook had been well received. Five out of six reviewers stated they would likely adopt the book. Positive points they highlighted included the conceptual rigor, practical application, and strong chapter structure. More than a dozen academic institutions had made firm commitments to use “Principles of Responsible Management Education” for their courses, and the book has been pilot tested at five universities. The book features contributions of over 50 topic experts, among them pioneers like John Elkington, Edward Freeman, and Philip Kotler.

The powerful network of educators, authors, and practitioners that formed during the publishing process had enabled CRME to support academic institutions in the design and implementation of their responsible management education activities. By May 2013, projects with different partner institutions globally included the establishment of a responsible management executive education programme, the development of a “Responsible MBA,” web-based coaching of responsible management practitioners, and the design and coordination of e-learning modules in responsible management. These activities involved more than 25 responsible management experts on a regular basis.

**The role of PRME/sustainability principles**

- The Principles have provided crucial guidance for the work process.
- The networks of the PRME have proven to be a highly participative community of practice, greatly contributing to the establishment of high-quality publications.
- The PRME Secretariat was highly supportive in the publication process, with Jonas Haertle, Head, having contributed to two publications.
- PRME, as a brand, has helped to strengthen initial trust of CRME projects among publishers and contributors.