

Principles of Responsible Management

Text book authored by Oliver Laasch, Roger N. Conaway, and Nick Tolhurst

Background

Background information: The first United Nations Principles for Responsible Management Education (PRME) textbook is an initiative of the Center for Responsible Management Education (CRME) in support of PRME. The book will be published through Cengage mid-2013 and promises an outstanding impact and visibility. Main differentiation factors include the following:

- 1) Adoption:** All reviewers (six out of six) who provided feedback on the first half of the book stated they are very likely to adopt the text for their courses.
- 2) United Nations:** The co-branding as the first Global Compact PRME textbook provides outstanding brand value and support in dissemination through a powerful network. The book will also be the basis for training faculty around the world.
- 3) Publisher:** Cengage is one of the top global textbook publishers and has agreed to greatly push the book's first edition (e.g. event promotion, three colors, paperback, Spanish translation, regional editions and translations)
- 4) Approach/coverage:** The book is the first textbook in the field focusing on both a hands-on management perspective and extensive coverage of responsible management concepts throughout main business functions. It pairs conceptual rigor with practice value and gives all three topics sustainability, responsibility, and ethics equal weight in their complementary nature.
- 5) Authors, Contributors and Interviewees:** Chapters of the book are written by international experts on each respective topic. All chapters apply the same structure, style, and didactical features to ensure consistence. More than 100 contributors provide a rich mix of perspectives on the book contents in illustrative text boxes. Outstanding individuals provide unique and original perspectives on contents, including interviewees like Edward Freeman (stakeholder theory), Bjoern Stigson (WBCSD), and Robert Costanza (Ecosystem Services).

Outline

The book first introduces responsible management basics and the three background domains of responsible management, sustainability, responsibility and ethics. In a second step these domains are applied on main organizational functions from strategic management to finance.

- 0) Foreword and Introduction

PART A: BASICS

- 1) The Context of Responsible Management
- 2) Applying Responsible Management

PART B: DOMAINS

- 3) Sustainability: Managing the Triple Bottom Line
- 4) Responsibility: Managing Stakeholders
- 5) Ethics: Managing Ethical Dilemmas

PART C: PLANNING

- 6) Strategic Management
- 7) Entrepreneurship and Innovation

Part D: ORGANIZING

- 8) Organizational Structuring
- 9) Operations Management
- 10) Supply Chain Management

Part E: LEADING

- 1) Human Resources
- 2) Marketing and Communication
- 3) International Management and Business

Part F: CONTROLLING

- 4) Accounting and Controlling
- 5) Financial Management

Further Information

For further information please get in touch with Oliver Laasch through olaasch@responsiblemanagement.net.