



Nachhaltige Entwicklung, Corporate Social Responsibility Und Der Fall BP (German Edition)

Katharina Mecklenburg

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Bachelorarbeit aus dem Jahr 2010 im Fachbereich BWL - Unternehmensführung, Management, Organisation, Note: 1,7, Fachhochschule Münster, Sprache: Deutsch, Abstract: In den letzten Jahren wurde der Ruf nach Nachhaltigkeit und sozialem Engagement großer Konzerne immer lauter. Vor allem seit der Klimawandel eine Umstrukturierung der Produktionen fordert und die Kluft zwischen arm und reich auf der Welt immer größer wird, fordern Regierungen und Gesellschaften ein Umdenken der Unternehmen. Oft gerät dieses Engagement in Verruf lediglich zu einem guten Image und somit zu höheren Absatzzahlen verhelfen zu sollen. Vergessen wird hier aber, dass dieses Engagement auf lange Sicht zu Vorteilen für alle Gesellschaften der Erde und die Umwelt führen kann, wenn es richtig umgesetzt wird. Diese Arbeit beschäftigt sich mit dem Thema der nachhaltigen Entwicklung als Basis für das Prinzip Corporate Social Responsibility (CSR), das anhand des Ölkonzerns BP verdeutlicht werden soll.

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