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Corporate Social Responsibility in banking

By Nilsen, Henrik

Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | The pursuit toward repairing legitimacy and reputation | With banking being a relatively clean sector, it has not faced the scrutiny related to Corporate Social Responsibility (CSR) felt by other industries such as oil & gas, forestry and transportation. Recent high profile corporate scandals and accusations of irresponsible behavior, however, have led to organizational crises and are pressuring the banking industry to modify current practices of for instance lending, advising and investment. U.S. banks were the first designated scapegoats when the financial crisis hit in late 2007. However, it quickly became apparent that the banking sector globally, with few exceptions, had been engaged in risky and unsustainable business. This book has issued how the banking sector use CSR in dealing with organizational crises, and how the concept can be useful in efforts to repair the legitimacy and reputation of banks. Norwegian bank DnB NOR and Danish financial services provider Danske Bank have been applied as case examples. | Format: Paperback | Language/Sprache: english | 134 gr | 220x150x5 mm | 88 pp.


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