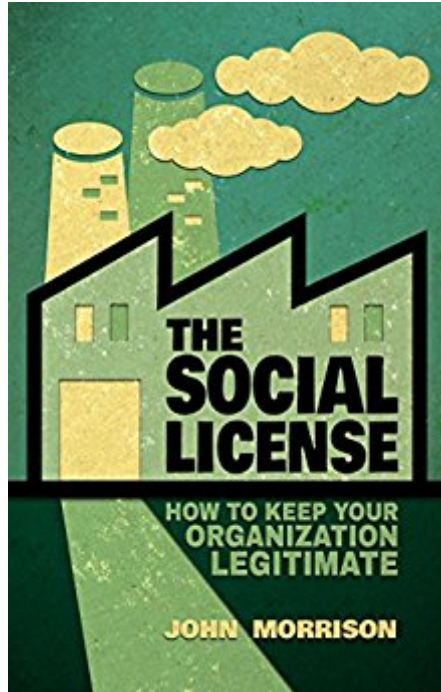


The book was found

The Social License: How To Keep Your Organization Legitimate



Synopsis

A distinctive and direct guide to legitimacy in business, focusing on the new benchmark of a 'Social License to Operate'. Featuring case studies of what is and isn't working, this book explains how business owners and CSR professionals can integrate legitimacy into the heart of their company strategy, beyond CSR and good PR.

Book Information

File Size: 1472 KB

Print Length: 202 pages

Publisher: Palgrave Macmillan; 2014 edition (August 31, 2014)

Publication Date: August 31, 2014

Sold by: Digital Services LLC

Language: English

ASIN: B00MMK2S56

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #1,008,446 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #270

in Books > Business & Money > Management & Leadership > Corporate Governance #384

in Kindle Store > Kindle eBooks > Business & Money > Economics > Sustainable Development

#495 in Kindle Store > Kindle eBooks > Business & Money > Management & Leadership >

Production & Operations

Customer Reviews

John Morrison is a thought leader in the business and human rights movement, having worked at The Body Shop, led the Business Leaders Initiative on Human Rights, and now serving as founding Executive Director of the Institute for Human Rights and Business. As such, he is an expert in the "social license to operate" that companies must secure all over the world. (Disclosure: I have known John for years and think highly of him as a colleague and friend.) In this, his first book, Morrison traces the roots of that idea to social contract theory, and broadens the debate beyond his usual professional realm of companies to include governments and nongovernment organizations, rightly asserting that all organizations need legitimacy. This is not a book for beginners to the debate over

corporations' responsibilities to society; newcomers to the topic might need to visit some of the sources helpfully cited in the notes. And I found myself wishing that Morrison had included more stories to illustrate his points. Regardless, this is an important contribution to an important debate; and Morrison has done the world a favor by sharing his thoughts and expertise.

Informed, concise, clarifying... A good read!

[Download to continue reading...](#)

The Social License: How to Keep Your Organization Legitimate
Small Time Operator: How to Start Your Own Business, Keep Your Books, Pay Your Taxes, and Stay Out of Trouble (Small Time Operator: How to Start Your ... Keep Yourbooks, Pay Your Taxes, & Stay Ou)
Passive Income: Legitimate Income Opportunities - Build Lifetime of Passive Income in Less than 6 Months
Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization (Que Biz-Tech)
Social Security & Medicare Facts 2016: Social Security Coverage, Maximization Strategies for Social Security Benefits, Medicare/Medicaid, Social Security Taxes, Retirement & Disability, Ser
Social Media: Master, Manipulate, and Dominate Social Media Marketing With Facebook, Twitter, YouTube, Instagram and LinkedIn (Social Media, Social Media ... Twitter, Youtube, Instagram, Pinterest)
Social Media: Master Strategies For Social Media Marketing - Facebook, Instagram, Twitter, YouTube & LinkedIn (Social Media, Social Media Marketing, Facebook, ... Instagram, Internet Marketing Book 3)
Organization: The 7 Habits to Organize Your Day, Productivity, and Focus (organization, success, efficiency, declutter, focus, productive, mind control)
Organization Development: Behavioral Science Interventions for Organization Improvement, 6th Edition
Social Media: Strategies To Mastering Your Brand- Facebook, Instagram, Twitter and Snapchat (Social Media, Social Media Marketing)
Keep Talking German Audio Course - Ten Days to Confidence: Advanced beginner's guide to speaking and understanding with confidence (Teach Yourself: Keep Talking)
The New Social Story Book, Revised and Expanded 15th Anniversary Edition: Over 150 Social Stories that Teach Everyday Social Skills to Children and Adults with Autism and their Peers
Social Insurance and Social Justice: Social Security, Medicare and the Campaign Against Entitlements
The Social Work Experience: An Introduction to Social Work and Social Welfare (6th Edition) (Connecting Core Competencies)
Social Intelligence: A Practical Guide to Social Intelligence: Communication Skills - Social Skills - Communication Theory - Emotional Intelligence -
Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram: Social Media, Network Marketing, Book 1
Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram

(social media, instagram, twitter, ... marketing, youtube, twitter advertising) Social Skills - Social Fluency: Genuine Social Habits to Work a Room, Own a Conversation, and be Instantly Likeable...Even Introverts! (Communication Skills, Small Talk, People Skills Mastery) Your Playlist Can Change Your Life: 10 Proven Ways Your Favorite Music Can Revolutionize Your Health, Memory, Organization, Alertness and More Lessons from the Mouse: A Guide for Applying Disney World's Secrets of Success to Your Organization, Your Career, and Your Life

[Dmca](#)