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Este livro, o quarto volume da série que publica anualmente os trabalhos acadêmicos finalistas do Prêmio Ethos-Valor, é apenas um dos excelentes resultados já consolidados da cooperação entre a universidade e a sociedade como um todo. Ele representa, sem dúvida, o comprometimento cada vez maior da academia com a temática da responsabilidade social empresarial e a crescente sensibilização dos pesquisadores de diferentes áreas do conhecimento para a necessidade de acompanhar com o pensamento teórico a evolução das práticas da gestão socialmente responsável, a fim de garantir sua permanência e aperfeiçoamento. Neste livro, o leitor, leigo ou acadêmico, empresário, gestor ou cidadão atuante, tem um excelente referencial sobre o tema e poderá aprofundar-se nas dimensões históricas e conceituais da responsabilidade social das empresas, explorar as várias facetas do relacionamento da empresa com seus públicos, conhecer as estratégias de responsabilidade social de multinacionais, refletir sobre novas estratégias para estimular o consumo consciente, verificar o impacto, o significado e a influência da gestão responsável sobre o comportamento do consumidor e conhecer conceitos e ferramentas de comunicação da empresa socialmente responsável com a comunidade.

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