Managing Corporate Social Responsibility Coombs W Timothy Holladay Sherry J
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Managing Corporate Social Responsibility: A Communication Approach

W. Timothy Coombs, Ph.D., is a Professor in the Nicholson School of Communication at the University of Central Florida. He is the 2002 recipient of the Jackson, Jackson & Wagner Behavioral Science Prize from the Public Relations Society of American for his crisis research. Managing Corporate Social Responsibility offers a strategic approach to integrating CSR into organizations. Drawing from a variety of disciplines and written in a highly accessible style, the book guides readers in a focused
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