

Lalemand Green Behavior Scale

Handbook of Marketing Scales
Achieving Well-Being - Bridging Psychological Distance
in Our Environment
The Oxford Handbook of Corporate Social Responsibility
Corporate Social Responsibility and Organizational Psychology: Quid pro Quo
Insights in:
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Ethics, Social Responsibility and Sustainability in
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Preschoolers at Risk of Developing Concurrent Academic and Behavioral Difficulties
The Relationship Between Level of Acculturation, Gender and Sex Role Attitudes Toward Women in Mexican-American College Students
Transient Ultrasonic Fields in Power Law Attenuation Media
The New Education
The Behavior of Psychiatric Patients
Pediatric Clinical Practice Guidelines & Policies
Psychological Monographs
Johnston's Dental Miscellany
Abstracts on Criminology and Penology
Journal of the Ceramic Society of Japan
The Mental Measurements Yearbook
William O. Bearden Hong Chen Abigail McWilliams Ante Glavas Giuseppe Carrus Ipek Altinbasak-Farina Jamie Zibulsky Sandra Lorraine Ernst James F. Kelly Eugene I. Burdock American Academy of Pediatrics Oscar Krisen Buros

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the handbook of marketing scales third edition represents a clear concise and easy to use compilation of multi item self report measures developed and or frequently used in consumer behavior and marketing research over 150 scales are included in the handbook

many of these scales were originally published in marketing and consumer related journals or conference proceedings including them in one volume helps reduce the time it takes to locate instruments for survey research scales included have a reasonable theoretical base are developed within the marketing or consumer behavior literature are composed of several items or questions use some scaling procedures and include estimates of reliability and or validity making these scales especially relevant and proven for marketing scholars and professionals each scale includes the following information so that users can quickly and easily learn about the scale construct description development samples validity scores sources other evidence other sources references and scale items

corporate social responsibility csr continues to grow as an area of interest in academia and business encompassing broad topics such as the relationship between business society and government environmental issues globalization and the social and ethical dimensions of management and corporate operation csr has become an increasingly interdisciplinary subject relevant to areas of economics sociology and psychology among others new directions in csr research include advanced micro based investigations in organizational behaviour and human resource management additional studies of environmental social responsibility and sustainability further research on strategic csr connections between social responsibility and entrepreneurship and improvements in methods and data analysis as the field matures through authoritative contributions from international scholars across the social sciences this handbook provides a cohesive overview of this recent expansion it introduces new perspectives new methodologies and new evidence from a range of disciplines to encourage and facilitate interdisciplinary research and global implementation of corporate social responsibility

researchers corporate leaders and other stakeholders have shown increasing interest in corporate social responsibility csr a company s discretionary actions and policies that appear to advance societal well being beyond its immediate financial interests and legal requirements spanning decades of research activity the scholarly literature on csr has been dominated by meso and macro level perspectives such as studies within corporate strategy that examine relationships between firm level indicators of social environmental performance and corporate financial performance in recent years however there has been an explosion of micro oriented csr research conducted at the individual level of analysis especially with respect to studies on how and why job seekers and employees perceive and react to csr practices this micro level focus is reflected in 12 articles published in this edited volume as a research topic collection in *frontiers in psychology* organizational psychology specialty section titled corporate social responsibility and organizational psychology quid pro quo

this book addresses the rising concept of 21st century societal marketing which entails

that marketers should fulfill the needs of their target group in ways that enhance the well being of a society as a whole in the past social responsibility and corporate ethics may not have been the key elements of corporate and business strategy however in the last decade the picture has changed dramatically consumers are more concerned about ethical issues and the effects of business activities on the environment and the society the impact and importance of ethical consumerism is escalating the consumers are more attentive and expect companies promote their ethical credentials in order to make them more accountable of their actions this book also reveals how companies should realize that corporate social responsibility csr is not an illustration of corporate altruism but a source of opportunity and competitive advantage finding and following social initiatives as a part of the key business model is proved to be one of the competitive strengths in many instances this book covers different issues related to ethics social responsibility and sustainability in marketing and presents different cases and applications from different countries together with the best practices each case and research is expected to shed light on how to improve the role of marketing in helping to the development and well being of the society

this book and cd rom resource seeks to provide physicians with a scientific based decision making tool for managing common paediatric conditions topics covered include diagnosis and management of asthma screening and diagnosis of autism and treating tobacco use and dependence

includes music

bimonthly abstracts of journal articles and monographs covers material from psychiatric literature as well as from criminological sources entries arranged in classified order author subject indexes

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