## Corporate Social Strategy

Stakeholder Engagement and Competitive Advantage

BRYAN W. HUSTED

Schulich School of Business, York University, Canada Tecnológico de Monterrey, Mexico

DAVID BRUCE ALLEN
University of Surrey, Guildford, UK



## Contents

Lisi	t of figures	page ix
Lisi	t of tables	x
Ack	nowledgments	xi
1	Introduction	1
	Part I Fundamentals	
2	Is corporate social strategy ethical?	29
3	Theory of the firm and corporate social strategy	48
4	How do we build corporate social strategy?	64
5	Elements of successful corporate social strategy	86
	Part II The process of developing corporate social strategy	
6	Competitive environment	107
7	From ståkeholder management to social strategy	128
8	Resources and capabilities	166
9	Organizational identity	183
	Part III Implementing social strategy	
10	Organizing for social strategy	213
11	Corporate social strategy management and the multinational firm	238

viii		Contents
12	Measurement and evaluation	261
13	The future of social strategy	287
Bibliography		302
Index		340