

Contents

Acknowledgements xv

List of abbreviations xvii

List of boxes xix

Introduction 1

1 An idea whose time has come 3

2 The company level 20

3 National and international developments 45

4 The socialization of markets 73

5 CSR and new governance 87

6 Critical perspectives 101

7 Prospects and reflections 120

References 139

Further reading 141

Index 147