



Responsabilidade social das empresas V. 8: A contribuição das universidades (Portuguese Edition)

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Este livro é o oitavo e último volume do prêmio Ethos-Valor, criado em 2000 pelo instituto Ethos e pelo jornal Valor Econômico com o objetivo de estimular a reflexão sobre a responsabilidade social das empresas no meio acadêmico. Reúne os trabalhos vencedores das últimas duas edições do prêmio, desenvolvidos em torno da Carta da Terra, num encontro necessário entre razão e emoção, afim de escolhermos caminhos para desfazer as desigualdades de toda ordem. Os artigos abordam a gestão socialmente responsável dos negócios, a educação para sustentabilidade, o combate à pobreza e à corrupção. Todos colaboram para referenciar uma mudança fundamental do ensino em diferentes áreas do conhecimento, o que faz parte do exercício de formação de um novo padrão de desenvolvimento.



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