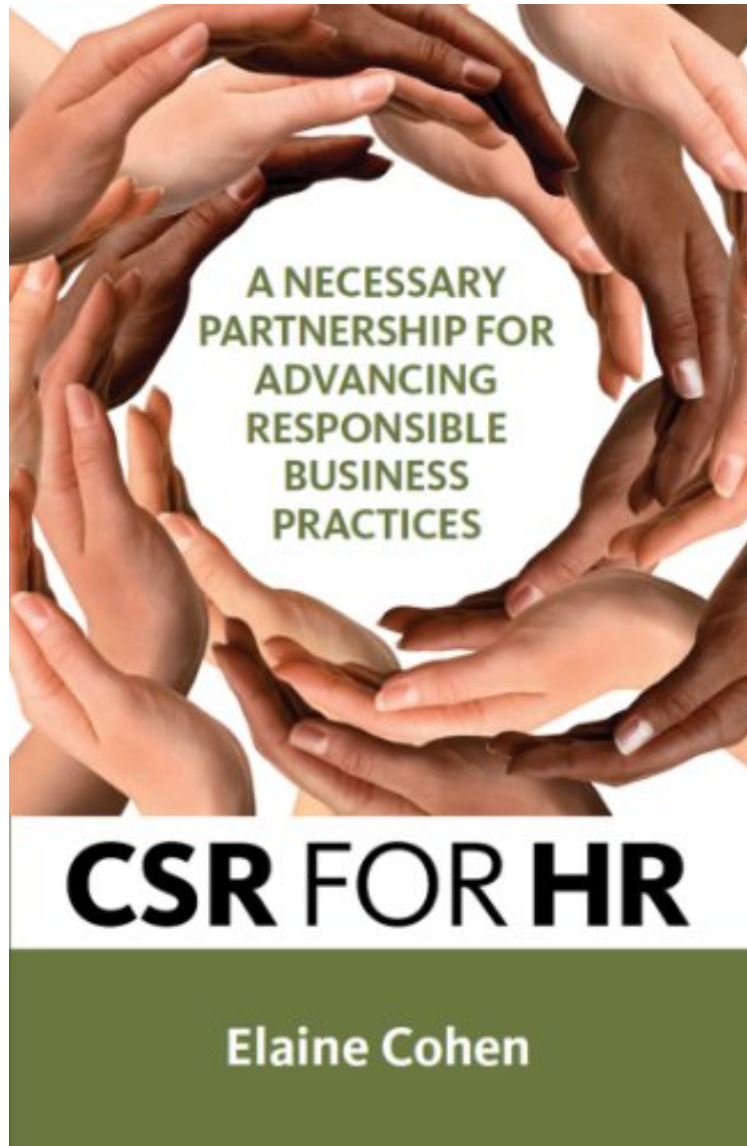


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## CSR for HR

*Elaine Cohen*

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**Elaine Cohen : CSR for HR** before purchasing it in order to gauge whether or not it would be worth my time, and all praised CSR for HR:

0 of 0 people found the following review helpful. Great book on the role of HR in implementing sustainability By Antoaneta Popova This is a very interesting book and it goes beyond all other books proclaiming how important sustainability is. It can help HR managers understand how sustainability relates to their every day responsibilities and the bigger sustainability vision. I was not very fond of the style of the dialogue with the HR Manager of a hypothetical company. It is interesting in the first 5 pages but after that got really annoying and I could not browse fast enough

through the dialogues to reach "the meat". All in all definitely a must have for HR and CSR managers trying to really integrate sustainability into the DNA of a company. 0 of 0 people found the following review helpful. Worth to read. By Pawe Szaradowski Corporate Responsible Business (CSR) and Sustainability Development (SD). What does it mean? What is hidden behind these terms? Who is responsible for creating, running and control CSR strategy in company? How many time will take company to become responsible. A year? Five years? Which strategy is better? One huge project, or "slice by slice". You will find answer here. Please read story of fictional HR director - Sharon. When we met her she knows nothing about CSR. We are witnesses of honing her skills in this subject. It's easy to read book. Full of dialogs. (I know it's very rare in business not adventure books). Such construction helps readers to understand CSR and SD. For instance Sharon - main character asks questions which we wish to ask. Interesting book with full of ready to use examples. It contains facts and arguments for implementing CSR in company. It shows how much important role have HR department in each company not only in global corporations. 0 of 0 people found the following review helpful. Worthwhile reading for all sustainability and HR professionals. By Ellen Resnick I thoroughly enjoyed reading this book - it is written in an engaging style and is chock-full of enlightening material. I agree with Elaine Cohen's premise that CSR is the next agenda for HR professionals and offers a tremendous opportunity to add value in an organization. I hope HR folks heed her advice and take on the challenge. In my mind, this is a must-read for any HR or sustainability professional who wants to stay ahead of the curve and find ways to advance their organization's business goals and strategies.

This book provides HR managers with a thorough understanding of the drivers and principles of CSR and a practical step-by-step guide to the way CSR interfaces with every HR function. Recruitment, compensation, training, employee communications, employee well-being, health safety, employee rights, involvement in the community and employee impacts.

"[T]his is a must-read for HR professionals, students and those interested in holistic management. It's rare to find a business book where you learn as much from the protagonist's chats with her daughter as from the case studies. Enjoy." (Solitaire Townsend, People Management) "Unlike many CSR books out there, CSR for HR is not preaching to the choir. It is intended primarily for HR managers who may have heard of CSR but don't really know what it means in practice, or how it relates to the job they currently have. Elaine Cohen, currently co-founder and managing consultant of Beyond Business Ltd., has more than 25 years of experience in executive positions at various global companies, including 8 years as an HR executive at Unilever. As a result, she offers a unique insider-perspective that breaks CSR down into real terms. Through her narrative, Cohen shows HR managers how to engage employees, develop corporate culture, and communicate progress through CSR reporting. The story is informative as well as inspiring. As Cohen tells us, 'Sharon realizes she doesn't need to sit around and wait for her CEO or executive team to develop a comprehensive CSR strategy for the HR function.' HR managers interact with employees (a key stakeholder group) in innumerable ways. CSR strategy can come from the top down, but for it to really stick, the employees need to be ready for it. Cohen's book gives HR managers the information and confidence needed to open their companies up to the opportunities that can come from CSR." (Matthew Maguire, CSR International Book Digest) "In CSR for HR, Elaine Cohen has described one of the true 'secrets of success' for leading companies in the 21st century. In a clear, compelling and engaging way, she outlines the tremendous role HR professionals can play to advance corporate social responsibility within their companies while enhancing recruiting, retention and engagement." (Dave Stangis, Vice President, Corporate Social Responsibility) "When new or potential employees first connect to our HR departments, we have an opportunity to show them something of the company culture. As a company with a strong CSR commitment, it is important to emphasize how these principles are integrated into all aspects of our company. Elaine Cohen offers compelling ideas for how to make that happen, beginning in HR and radiating out to all functions of the business." (Eileen Fisher, Chief Creative Officer) About the Author Elaine Cohen is passionate about CSR, HR, sustainability reporting and social justice. Elaine is the co-founder and managing consultant of Beyond Business Ltd, a leading CSR consulting and sustainability reporting firm, serving a long list of international companies and non-profit clients. Prior to work in this field, Elaine gained over 20 years of business experience with Procter Gamble (eight years in supply chain executive roles in Europe), with Unilever (eight years as VP for Human Resources with Unilever Israel) and a range of other roles with smaller companies. Elaine served as manager of the Israeli Society for Human Resources Management during the period 2005-2007. She makes a contribution to the community as a board member of a women's empowerment non-profit and offers sustainability services to non-profits. Elaine lectures widely on CSR and the connection between CSR and Human Resources, and is a committed blogger on CSR and HR, as well as providing expert reviews of sustainability reports for CorporateRegister.com and Ethical Corporation magazine. She also records CSR commentary and insights for 3BL TV and writes for many printed journals and websites. Elaine holds a (double) Honours BA degree in Modern Languages from Bradford University (UK), is Manchester (UK)-born and has lived in Israel since 1990. She is married with two children.