

# Contents

Acknowledgments	ix
Benefits of Corporate Social Responsibility	xiii
Preface	xv
Introduction	xxi
<b>PART 1 Strategies</b>	<b>1</b>
1 Corporate Social Responsibility, Good Corporate Governance, and Reputation Risk	3
2 A New Phenomenon	13
3 The Fundamentals and Evolution of CSR	27
4 How to Optimize CSR	53
5 Why and When to Apply CSR Activities	63
6 Managing, Monitoring, and Reporting	69
<b>PART 2 Case Studies</b>	<b>83</b>
Case Study 1 PT Unilever Indonesia, Tbk	99
Case Study 2 PT Bank Danamon Indonesia, Tbk	123

**viii CONTENTS**

---

Case Study 3	PURA Group	133
Case Study 4	PT Astra International, Tbk	143
Case Study 5	PT Indo Tambangraya Megah, Tbk	155
Case Study 6	H.J. Heinz	177
Case Study 7	TNT International B.V., the Netherlands	183
Case Study 8	Intel Corporation, US	187
Case Study 9	Motorola	191
Case Study 10	CSR in Thailand	197
References		201
Index		205

<http://www.pbookshop.com>