

## **Corporate social responsibility: balancing tomorrow's sustainability and today's profitability**

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20146043&lokasi=lokal>

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### **Abstrak**

Many companies recognize the importance of corporate social responsibility, but seek to understand how this can be harmonized with current profitability. This new approach draws upon many contemporary examples to show how to balance short term profitability with long term sustainability.