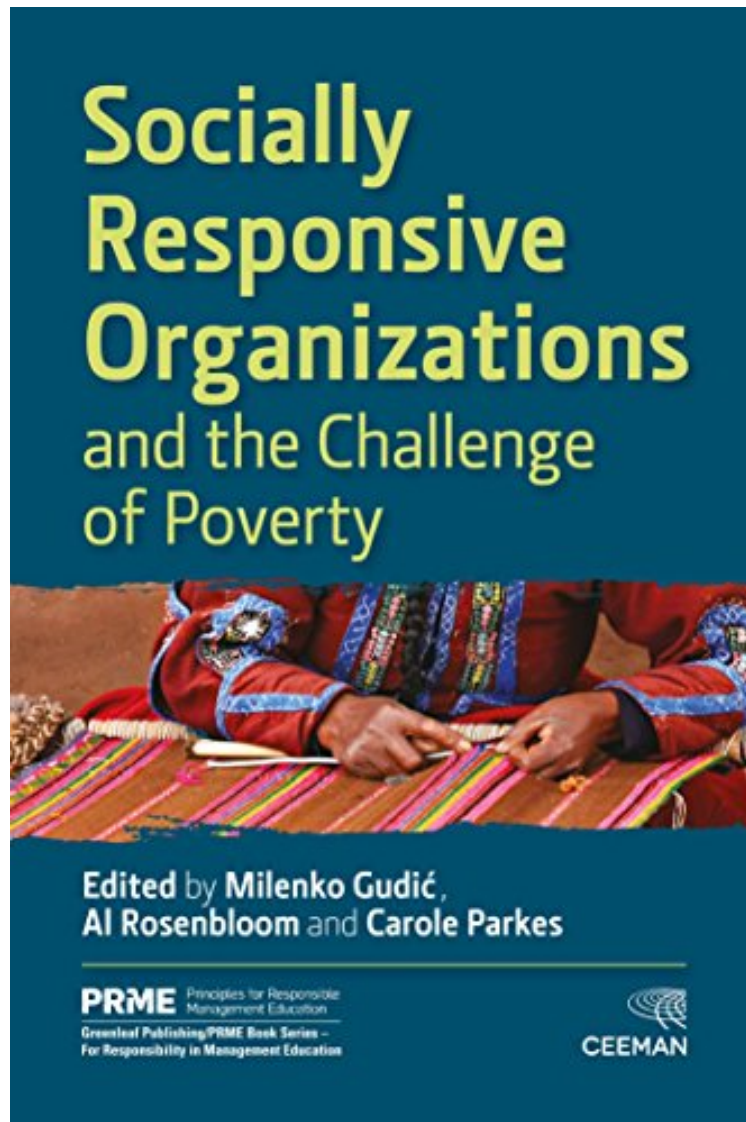


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## Socially Responsive Organizations and the Challenge of Poverty

*Milenko Gudic, Al Rosenbloom, Carole Parkes*  
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**Milenko Gudic, Al Rosenbloom, Carole Parkes : Socially Responsive Organizations and the Challenge of Poverty** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Socially Responsive Organizations and the Challenge of Poverty:

This book provides a combination of case studies and current action research describing how businesses and civil society organizations are working to alleviate poverty in local and global communities. It intends to provide

conceptual and research rationales for why management education and management institutions must address the issue of poverty.

"This book makes crucial ties between poverty alleviation and the many sectors and issue areas where business can play a role. From examples to actionable ideas, this book is a meaningful resource for anyone interested in sustainable and social development on how to take forward their work." (Jonas Haertle, Head, PRME Secretariat)"Our aim as business school Deans cannot be to fight poverty in order to save any economic model or system. Our aim should be to help to develop a political and financial mind-set and infrastructure to ensure that nobody has to suffer from poverty. The book offers a great contribution in its examples of rising living standards and quality of life. These examples can inspire professors of management and business leaders all over the world." (Professor Danica Purg, CEEMAN President, President)"This ground-breaking book will give confidence to entrepreneurs and managers in understanding the complexities of unacceptable global inequality. Its extensive case-studies, in a wide range of countries and industries, combining the best scholarship and practice, will inspire a new generation of world-changing leaders....Readers of *Socially Responsive Organisations and the Challenge of Poverty* will be amongst those who will be best equipped to rise to the challenge." (David Urquhart, Bishop of Birmingham and Chair)About the AuthorMilenko Gudic has been Director of CEEMANs IMTA (International Management Teachers Academy) since its establishment in 2000. He has worked as a consultant, researcher and lecturer at the Economics Institute, Belgrade, Serbia; visiting lecturer at Faculty of Economics, University of Montenegro; and a frequent guest speaker in over 30 countries. He has been engaged as a consultant to OECD, UNDP, UNIDO, etc., on subjects including entrepreneurship, regional, rural and public management development projects. Milenko is involved in CEEMAN's international research projects and educational leadership capacity building. He was Program Chair of EURAM 2008. Since 2008 he has been co-coordinating the UN Global Compact PRME Working Group on Fighting Poverty through Management Education.Al Rosenbloom is a Professor of Marketing and International Business at Dominican University, River Forest, Illinois. Al has 20 years of teaching experience in international marketing and international business. Al's research interests include marketing in subsistence market environments, how business combines poverty alleviation efforts with sound corporate practice, and the challenge of integrating poverty issues into the management curriculum. In his teaching, he draws on his experiences both as the owner of his own marketing consulting practice and as a Fulbright Scholar, who has taught in Nepal and Bulgaria. Al has his PhD from Loyola University, Chicago.Carole Parkes is Director of Social Responsibility Sustainability at Aston University Business School. Her business and academic background is in human resource management, ethics and responsibility. Carole has been key driver for Aston's early and active involvement with the United Nations Principles for Responsible Management Education (PRME) and Aston is now a PRME Champion School. Carole is also Vice Chair of the UK Ireland PRME Chapter. Locally, Carole works with business and community groups. Her research interests and publications relate to ethics, social responsibility and sustainability and in particular human rights, poverty and the role of business.