



## **Corporate Social Responsibility and Alcohol: The Need and Potential for Partnership (ICAP Series on Alcohol in Society)**

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# Corporate Social Responsibility and Alcohol: The Need and Potential for Partnership (ICAP Series on Alcohol in Society)

## Corporate Social Responsibility and Alcohol: The Need and Potential for Partnership (ICAP Series on Alcohol in Society)

Increased scrutiny on the part of the general public, media, and government has warranted a reexamination of corporate responsibilities, standards of accountability, the company's role in its local and extended community, and its ethical position in our society and culture.

*Corporate Social Responsibility and Alcohol* considers the basic values, ethics, policies and practices of a company's business. Particular attention will be paid to the alcohol beverage industry, and the many unique issues that are specific to this business, such as: responsible marketing, promotional, and advertising campaigns and strategies; the particular risks inherent in any alcoholic product; issues of abuse prevention & education; research; and legal and ethical aspects of alcohol.

This will be the seventh volume in the ICAP Series on Alcohol in Society.

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