



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

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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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