

## **Good Corporation, Bad Corporation: Corporate Social Responsibility in the Global Economy** by Guillermo C. Jimenez and Elizabeth Pulos

Available at: Open SUNY Textbooks: <http://textbooks.opensuny.org/good-corporation-bad-corporation/>

### **About the Textbook**

Good Corporation, Bad Corporation provides an innovative, internationally-oriented approach to the teaching of corporate social responsibility (CSR) and business ethics. Drawing on case studies involving companies and countries around the world, the textbook explores the social, ethical and business dynamics underlying CSR in areas such as: global warming, genetically-modified organisms (GMO) in food production, free trade and fair trade, anti-sweatshop and living-wage movements, organic foods and textiles, ethical marketing practices and codes, corporate speech and lobbying, and social enterprise. The book is designed to encourage students and instructors to challenge their own assumptions and prejudices by stimulating a class debate based on each case study.

“Chapter by chapter, students are encouraged not merely to master the information but to engage with it, to think critically about the real-world complexities of business ethics and to grasp competing rationales on both sides of tangled moral dilemmas. Rather than deal with abstractions, Jimenez walks the reader through the ways in which questions of CSR have actually played themselves out. There is no preaching or tendentiousness here. There is only respect for each student’s capacity to form intelligent opinions that are grounded in reason rather than in emotion.”

-Reviewer, Professor Mark Goldblatt, Chair, Department of Educational Skills, Fashion Institute of Technology (SUNY)

### **About the Authors**



**Guillermo C. Jimenez, J.D.** is a tenured professor in the department of International Trade and Marketing at the Fashion Institute of Technology (S.U.N.Y.) in New York City. He also holds adjunct teaching appointments at NYU Stern Graduate School of Business, Brooklyn Law School, Iona College (New York) and at the International School of Management in Paris, France. Prof. Jimenez teaches courses on international law, international management, multicultural management, and international corporate citizenship. He is the author of four previous books, including: the ICC Guide to Export-Import, 4th Edition (ICC Publishing, 2012), the first book on the new legal discipline of fashion law, Fashion

Law: A Guide for Designers, Fashion Executives and Attorneys (Fairchild Publishing), and a multi-disciplinary review of political psychology, Red Genes Blue Genes: Exposing Political Irrationality (Autonomedia, 2009). Prof. Jimenez received his B.A. from Harvard and his J.D. from the University of California at Berkeley. As an international policy and legal expert, he has lectured in over 35 countries and collaborated with such intergovernmental organizations as the United Nations, World Trade Organization and European Commission.



**Elizabeth Pulos** is Senior Manager of Compliance Administration at Worldwide Responsible Accredited Production (WRAP), a nonprofit dedicated to promoting ethical manufacturing around the world through certification and education. She has a BS in International Trade and Marketing from the Fashion Institute of Technology, where she was president of the CSR Club and recipient of the World Trade Week, New Times Group and PVH scholarships, as well as the SUNY Chancellor’s Award for Student Excellence. Prior to FIT, Elizabeth studied Music Performance at Mount Royal Conservatory and Environmental Science at the University of Calgary. A classically trained violist, she has performed in New York, Canada, Europe, the UK and Australia.

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Contact: Allison Brown, Digital Publishing Services Manager, SUNY Geneseo, [browna@geneseo.edu](mailto:browna@geneseo.edu), 585-245-6020