



La responsabilidad social corporativa en las entidades bancarias de la Unión Europea (Temas la Ley) (Spanish Edition)

Ramiro Cea Moure

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La obra consta de Tres Partes. En la Primera se desarrollan los fundamentos conceptuales y los pronunciamientos institucionales de la RSC en general. En la Segunda se muestran unos contenidos similares sólo que aplicados específicamente al sector bancario. En la Tercera se muestran y comentan los resultados del análisis empírico de los Informes de RSC de una amplia muestra de bancos (oferta informativa) y los de la encuesta realizada a los principales grupos de usuarios (demanda informativa). En el Capítulo final se expone un modelo normalizado de RSC/Sostenibilidad aplicable para los bancos, respaldado por las evidencias obtenidas en el análisis realizado.

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