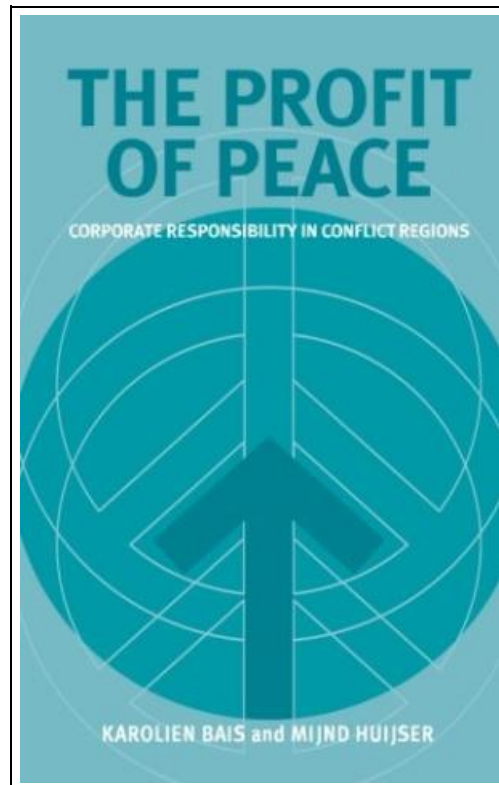


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Greenleaf Publishing. Paperback. Book Condition: new. BRAND NEW, The Profit of Peace: Corporate Responsibility in Conflict Regions, Karolien Bais, Mijnd Huijser, Patrick Cammaert, It may seem a strange notion to give the private sector a role in conflict prevention or resolution, but multinational corporations (MNCs) do have some characteristics that make them good partners in a well-designed strategy for peace and stability. By focusing on their core competencies, their presence in a conflict region can help to provide prosperity for rebuilding society and its institutions, and improved respect for human rights. This book is not a song of praise for MNCs in general. There is a litany of examples of companies that feel no shame in profiting from conflicts by trading weapons or illegal resources, that prolong war by supporting one or other of the parties, or that are only in a war-torn country because the lawlessness suits them well. Even companies that refrain from such criminal activities cannot be envisaged as potential peace-builders if they profit unscrupulously from cheap labour or cheap subcontractors. Instead, this book is about corporations that are disposed to ethical, responsible entrepreneurship: companies that balance their desire for profit with compliance with international business and human rights standards and with a genuine investment in local workers, environmental protection, social development and stability. Worldwide about 60,000 MNCs work in over 70 conflict regions. They operate in regions where social unrest is harshly repressed, where outright fighting takes place, or where civil war has recently ended. Whatever the attitude of multinationals and whatever their area of business, they influence conflicts or are themselves influenced by conflicts. Even if they do not directly invest in or trade with a conflict region, they always risk being associated with those conflicts. The Profit of Peace examines how multinationals can use...



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