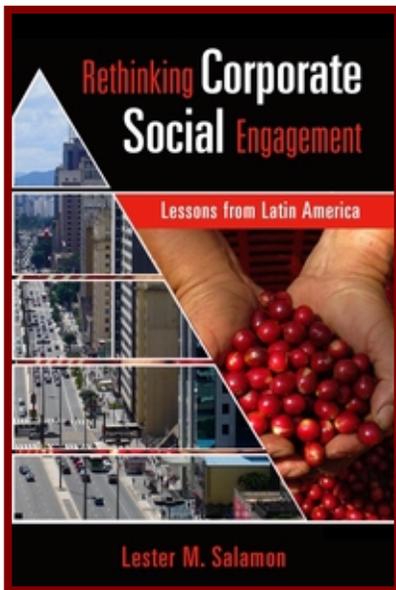


Rethinking Corporate Social Engagement

Lessons from Latin America



Lester M. Salamon



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In 1961, President John F. Kennedy launched a bold “Alliance for Progress” seeking to enlist moderate governments in Latin America behind a program of progressive reforms. Within 12 years, however, this effort was disbanded as political priorities in both the U.S. and Latin America shifted.

More than three decades later, the Inter-American Foundation, a small U.S. government agency, launched a second alliance for progress in the Latin American region, this one seeking to forge ties between Latin American businesses and the region’s growing civil society sector. Fifteen years later, this second alliance for progress has become a powerful force. In this new book, Lester M. Salamon, one of the foremost experts on civil society, assesses the reality behind the “corporate social engagement (CSE)” hype in Latin America.

Rejecting the “MBA approach” that has dominated much of the thinking about CSE globally as inadequate for a region like Latin America, Salamon posits what he terms the “corporate social engagement pyramid” and finds that many advanced Latin American companies have moved fairly far up this pyramid in ways that hold lessons for corporations everywhere. Brief and highly readable, the book offers a constructive critique of received wisdom about CSE and a roadmap that companies and civil society organizations in other regions can follow.

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Lester M. Salamon is Director of the Center for Civil Society Studies, the Institute for Policy Studies at Johns Hopkins University. He is the author or editor of over a dozen books, including *The State of Nonprofit America* (Brookings Institution Press, 2002), *The Tools of Government: A Guide to the New Governance* (Oxford University Press, 2002), and *Global Civil Society: Dimensions of the Nonprofit Sector, Vol. 2* (Kumarian Press, 2004).

“Provides the reader with a greater understanding of the need and potential for cross-sector collaboration with civil society in this dynamic region.”

- **Manuel Arango, Founder, Mexican Center for Philanthropy**

“Adds significantly to our understanding of the cultural and social factors that shape how and why corporations chose to engage with social issues, and in doing so, makes an important contribution to the literature on the global spread of corporate social responsibility.”

- **David Vogel, Haas School of Business, University of California, Berkeley**

“Covers one of the most essential, underdeveloped tools with which private businesses can enhance the quality of life in Latin America.”

- **Antonio Vives, Principal Associate at Cumpetere**

“A timely and illuminating exploration of business engagement in Latin America’s recent development pathway.”

- **Simon Zadek, Visiting Senior Fellow, Kennedy School of Government, Harvard University**

“A cohesive, lively, one-of-a-kind narrative detailing the practices, progress and potential of Latin American corporations, including many IAF partners, in their exercise of social responsibility.”

- **Ambassador Larry Palmer, President, Inter-American Foundation**



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