



Just Business: Multinational Corporations and Human Rights

By John Gerard Ruggie

W. W. Norton & Company. Hardcover. Book Condition: New. Hardcover. 304 pages. Dimensions: 8.3in. x 5.7in. x 1.3in. A true master class in the art of making the impossible possible. Paul Polman One of the most vexing human rights issues of our time has been how to protect the rights of individuals and communities worldwide in an age of globalization and multinational business. Indeed, from Indonesian sweatshops to oil-based violence in Nigeria, the challenges of regulating harmful corporate practices in some of the world's most difficult regions long seemed insurmountable. Human rights groups and businesses were locked in a stalemate, unable to find common ground. In 2005, the United Nations appointed John Gerard Ruggie to the modest task of clarifying the main issues. Six years later, he had accomplished much more than that. Ruggie had developed his now-famous Guiding Principles on Business and Human Rights, which provided a road map for ensuring responsible global corporate practices. The principles were unanimously endorsed by the UN and embraced and implemented by other international bodies, businesses, governments, workers organizations, and human rights groups, keying a revolution in corporate social responsibility. Just Business tells the powerful story of how these landmark Ruggie Rules came to...



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