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The Greening of Corporate Social Responsibility *Measuring “Green” and Corporate Social Responsibility*

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Green initiatives are taking a strong hold in American business today because business is realizing that green is not just a “hippy-dippy” idea, but instead good business with financial benefits to be gained.

The word “green” is attached to everything imaginable, often as a sales gimmick. A backlash against “greening” has spawned the term “greenwashing.” So amid all this hype, how can a company honestly become “greener” and still be credible in this hyperactive environment? How is your company effectively measuring green and corporate social responsibility (CSR)?

To read the full article, go to <http://www.b-eye-network.com/view/7332> .