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Abstract

This book deals with the analysis of the concepts of Entrepreneurship and Corporate Social Responsibility and their connection with Development. Specifically, it is divided into three parts. In the first part the book provides the reader with an analysis of the concept of entrepreneurship as well as a connection of it with local, regional and sustainable development. A brief as well as essential description of the historical course of entrepreneurship is given. The contemporary form of entrepreneurship and the policies to strengthen it are described. In addition, the Greek business environment is outlined. The second part of the book provides a clear and detailed description of Corporate Social Responsibility historically and conceptually. Furthermore, the dimensions and methods of its implementation are presented as well as the International and European Initiatives in the form of Institutions and Organizations for the dissemination and implementation of CSR. In the third and last part of the book,

case studies of companies that implement the concepts of CSR and Development in the best possible way are described. In the International, European and Greek business environment, companies are presented as pioneers in the formulation of policies and strategies that defend society and the environment while at the same time they ensure the economic development and further development of the business as well as the local community. There are also companies that are "negative" models, but thanks to the adoption of CSR and the understanding of the problem, they managed to regain the viability of the business and their positive image. The book "Entrepreneurship – Corporate Social Responsibility and Development" therefore provides a fairly comprehensible image both for undergraduate students who wish to familiarize themselves with the terms of entrepreneurship and CSR in relation to development and for entrepreneurs who are interested in undertaking CSR actions with the aim of their further "development".

