Marc Leeb

5/19/14

ENGL101

Professor Brookshire

**Annotated Bibliography**

Austin, James, Herman B. Leonard, and James W. Quinn. "Timberland: Commerce and Justice." Harvard Business School (2004): n. pag. Print.

 This source establishes the history or Timberland and its social responsibility efforts. Timberland has been socially responsible since 1992, when they partnered with City Year and donated pairs of boots to the non-profit. Since then, Timberland has not only donated pairs of boots, but also encourages their employees to participate in paid community service outings to help local communities. I use this source to establish the validity of the argument behind Timberland and their social responsibility.

Devinney, Timothy M. "Is The Socially Responsible Corporation A Myth? The Good, The Bad, And The Ugly Of Corporate Social Responsibility." Academy Of Management Perspectives 23.2 (2009): 44-56. Business Source Complete. Web. 17 Apr. 2014.

Timothy Devinney’s article on the socially responsible corporation discussed the good, the bad, and the ugly of Corporate Social Responsibility (CSR). He argues that the bad of CSR is that companies do well by exploiting being good. He presents the idea that businesses “exist to generate economic returns, not to solve societal problems.” He also says that corporations can skew social standards for their own needs. An example he brings is how a global mining company used its award winning CSR position to lobby for tighter, more costly standards throughout the mining industry so that smaller companies could not keep up. It creates barriers to entry that further larger companies from their competition.

"Five of the Best Socially Responsible Companies to Work for." TopMBA.com. QS Quacquarelli Symonds Limited, 6 Sept. 2013. Web. 18 May 2014.

 This article provides a source for the most socially responsible companies, according to TopMBA. Microsoft appears at the top of many lists, including Forbes.com and this one, because it is based on a study conducted by Reputation Institute, a private global consulting firm. This article also cites the fact that Microsoft has donated over $1 billion since 1983, and that it launched Microsoft YouthSpark.

Friedman, Milton. "The Social Responsibility of Business Is to Increase Its Profits." The New York Times 13 Sept. 1970: n. pag. Print.

In Milton Friedman’s article on socially responsible businesses, Friedman argues that businesses should not be obligated to practice social responsibility and should instead focus on earning profits. He calls the idea of a business being socially responsible a socialist idea because it is essentially a tax that is imposed on employees in the form of lower wages, on owners in the form of less profit, and on citizens in the form of higher prices. He finally argues that a business is to engage in activities “designed to increase its profits so long as it stays within the rules of the game, which is to say, engages in open and free competition without deception or fraud.

"Giving Statistics : Charity Navigator." Charity Navigator. Charity Navigator. Web. 18 May 2014. <http://www.charitynavigator.org/index.cfm?bay=content.view&cpid=42#.U3kIJ9JdXh5

 This source shows data on charitable donations in recent years. Charitable donations have increased steadily in the past few years. While the majority of donations come from individuals, corporate giving is up 12.2% from 2011 to 2012, and many of those individuals that donated earned their fortune from business.

Goldenberg, Suzanne. "2012 among the 10 Warmest Years on Record, Figures Show." Theguardian.com. Guardian News and Media, 16 Jan. 2013. Web. 18 May 2014.

 This source provides statistics and a video proving that 2012 was one of the warmest years on record, because of climate change. I also used it to cite the fact that the average global temperature has risen 1.4 degrees Fahrenheit since 1880 and to establish exigency for my topic.

"Greenhouse Gases Overview." EPA. Environmental Protection Agency. Web. 16 May 2014. <http://www.epa.gov/climatechange/ghgemissions/gases.html>.

 This source helped me determine the driving force behind climate change and what can be done to slow down the effects and consequences. As more greenhouse gases enter the atmosphere, more and more heat is able to build up.

Ingram, Josh, and Emilia Skrinar. "Corporate Social Responsibility: Why It Matters and How It Can Increase Brand Value." Straightline 2013. Straightline.com. Web. 17 May 2014.

 This source analyzes the economic benefits to social responsibility. The article argues that social responsibility adds to a company’s brand value. The article cites that fact that many people are willing to pay more for products from a socially responsible company. I used this article to provide backing to my argument that being social responsible does not need to drive a company into the red, but can rather increase brand desirability and revenues.

"Key Indicators of Climate Change." Global Climate Change. NASA. Web. 18 May 2014. <http://climate.nasa.gov/key\_indicators#seaLevel>.

 I used this source from NASA to provide data on the average global temperature increases as well as on global sea level rises in recent history.

"Microsoft Corporate Citizenship: Youth Empowerment: YouthSpark." Microsoft Corporate Citizenship: Youth Empowerment: YouthSpark. Microsoft. Web. 18 May 2014.

 This source establishes facts on Microsoft YouthSpark, an initiative that aims to create over 300 million opportunities for youth over three years. I use this information to justify deeming Microsoft as the most socially responsible company.

Robins, Ron. "Does Corporate Social Responsibility Increase Profits?" Investing for the Soul, 12 May 2011. Web. 15 May 2014.

 This article by Ron Robins, founder of Investing for the Soul, investigates the correlation between social responsibility and profits. He finds that there is a positive, although not incredibly strong, correlation between social responsibility and profits. I used this article to provide a basis of my argument that being socially responsible can be fiscally beneficial to a company.

Starbucks. Social Responsibility. 2013 Global Responsibility Report. Global Responsibility Report Goals & Progress 2013. Starbucks, 2013. Web. 18 May 2014.

 This source provides some background as to Starbucks’ social responsibility efforts. It cites the fact that Starbucks has reduced its water consumption 21% over baseline levels, and that they have donated money to non-profit organizations. I used this source to explain the social responsibility efforts of Starbucks.

Ungar, Rick. "Proof That You Get What You Pay For." Forbes. Forbes Magazine, 17 Apr. 2013. Web. 16 May 2014.

 This op/ed piece from Rick Ungar, a senior contributor to Forbes.com, compares the way Walmart and their competitors treat their employees, compared with sales increases. Walmart is known for treating its customers poorly, and Costco is known for treating them fairly. Walmart’s sales growth rate pales in comparison to Costco’s, because of the way they treat their workers, Ungar writes. I used this article to provide backing to my argument that business is not only about profit, rather helping as many people as possible is more important. Fiscal improvement will follow.

"United States Census Bureau." About Poverty. United States Census Bureau, 17 Sept. 2013. Web. 18 May 2014.

 This source provides statistics on the poverty rate in the United States. I used it to establish a statistical background behind my pathos argument about how poverty is affecting those around us.