

Business in the

Community



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Eversheds LLP, Business in the Community and Cambridge University Press Invite you to attend the reception to mark the launch of a new book:

Multinationals and Corporate Social Responsibility

by Jennifer Zerk

Part of the Cambridge Studies in International and Comparative Law Series

Published by Cambridge University Press

on

Wednesday 6th December 6.00- 7.30 p.m.

at

The Cambridge University Press Bookshop, 1 Trinity Street, Cambridge

**Introduction by Finola O'Sullivan Cambridge University Press
Comments by Mark Goyder, Director, Tomorrow's Company and
Dylis Lloyd, Partner, Eversheds**

There will be a chance to meet the author, hear about the critical issues and debate the implications of the book.

International law is often criticized for being too 'state-centred', and ill-equipped to deal with the challenges of globalisation. However, drawing from many and varied examples of state, NGO and corporate practice, this book argues that, while international law has its limitations, it presents more opportunities for the CSR regulation of multinationals than many people assume. The main obstacles to better regulation are, therefore, not legal, but political.

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This is by far the best book to date exploring the national and international means through which to improve the human rights performance of transnational firms. Zerk is thorough yet innovative, strongly committed to the realization of rights yet admirably flexible in how best to achieve that end. She examines the responsibilities of states and corporations in equal balance, concluding that neither can suffice by itself. This should be required reading for anyone connected with these critical issues."

John G Ruggie, Kirkpatrick Professor of International Affairs and Director, Mossavar-Rahmani Center for Business & Government, Harvard University; UN Secretary-General's Special Representative for Business & Human Rights.

The event is generously supported by Eversheds LLP

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