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Richard A. Brealey is a Professor of Finance at the London Business School. He is the former president of the European Finance Association and a former director of the American Finance Association. eBook Online Access for Principles Of Corporate Finance, 11E, With Access Code For Connect Plus 11th Edition, Kindle Edition Find the latest business news on Wall Street, jobs and the economy, the housing market, personal finance and money investments and much more on ABC News Corporate social responsibility (CSR, also called corporate sustainability, sustainable business, corporate conscience, corporate citizenship, conscious capitalism, or responsible business) is a type of international private business self-regulation. While once it was possible to describe CSR as an internal organisational policy or a corporate ethic strategy, that time has passed as various ...