

Introduction

During these past years, I have dedicated myself completely to the creation of this book, alongside my co-editors who joined me in this journey, Monica Thiel and Theodora Issa.

The joy and excitement of writing and editing a book on CSR, empowering countries, governments and companies, has given me the strength to fulfill my desires and complete this book in order to present it to the global community and to use this book to enhance the world.

It is said that the “whole” is greater than the sum of its parts. Upon receiving and editing all of the chapters published in this book, by the various, world renowned authors, I was clearly standing in front of a well established proof – I then understood it is not just a saying. The whole indeed is greater than the sum of its parts.

I am full of hope that this book will assist countries and leaders, heads of firms, directors, leading economists and academics, in their conduct according to principles of CSR. I believe this book will assist those mentioned above in applying the principals of CSR and sustainability in order to better our society, our economic conduct and additionally to clean and purify our world – a world guided by giving.

It is said in the Bible: “Speak to the children of Israel, and have them take for me an offering; from every person whose heart inspires him to generosity, you shall take my offering” (Exodus 25:2). The Jewish medieval commentator, Rashi, notes that the bible uses the word “take” and not “give” in order to show that all those who give, gain as well. In fact, from the researches of positive psychology we can see today that giving is in fact one of the main parameters, which create meaning and satisfaction in human beings.

The purpose of this book is the effectiveness in giving. Giving empowers those who give as well as those who receive. In the business fames, giving contributes all.

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