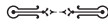


# Contents



Authors .....	7
Preface .....	9

## Part I

### **Governance and Financial Regulation: The Lessons from the Crisis** ..... 13

Global Regulation in the Aftermath of the Subprime Crisis <i>Dominique Plihon</i> .....	17
--	----

Corporate Governance and Financial Crisis: The Enduring Quest for Managerial Accountability <i>Antoine Rebérioux</i> .....	27
---	----

Leverage, Excessive Risk-Taking, and Financial Instability <i>Édouard Challe</i> .....	41
---	----

## Part II

### **Corporate Social Responsibility and Financial Performance: Where Do We Stand?** ..... 53

A Survey of the Literature on CSR and Financial Performance <i>Vanina D. Forget</i> .....	57
--	----

Complementarity between CSR Practices and Corporate Performance: An Empirical Study  
*Sandra Cavaco and Patricia Crifo* ..... 77

CSR and Greenwashing  
*Rémi Bazillier and Julien Vauday* ..... 93

SRI Analysis and Asset Management: Independent or Convergent? A Field Study on  
the French Market  
*Patricia Crifo and Nicolas Mottis* ..... 109

CSR and Stock Market Performance: A Case Study  
*Najib Sassenou* ..... 127

## Part III

**Firms and Sectoral Risks: Climate Change, Health and Nutrition** ..... 147

A Managerial Perspective on the Porter Hypothesis: The Case of CO<sub>2</sub> Emissions  
*Diane-Laure Arjaliès and Jean-Pierre Ponsard* ..... 151

Corporate Social Responsibility as a Strategy for Safe and Healthy Food  
*Éric Giraud-Héraud and Ruben Hoffmann* ..... 169

Mainstreaming Fair Trade: A Discussion through the Lipton Tea Case  
*Sylvaine Poret* ..... 189

Voluntary Approaches in the Policy Cycle  
*Pierre Fleckinger, Matthieu Glachant and Gabrielle Moineville* ..... 207

## Part IV

### **Firms and the Communities: The Limits of Financial Performance** ..... 217

Multinationals in Remote Communities Rio Tinto Alcan's Experience in Nurturing  
Local Business

*Justine Quenneville-Éthier and Bernard Sinclair-Desgagné* ..... 221

Corporate Strategies and the Construction of Markets at the Base of the Pyramid

*François Perrot* ..... 233

Access to Energy in Developing Countries: EDF's Experience with Rural Electrification  
Using an Innovative Business Model

*Christine Heuraux* ..... 255

Market Disrupting Product Innovations and Corporate Social Responsibility

*Vivekananda Mukherjee and Shyama V. Ramani* ..... 275

