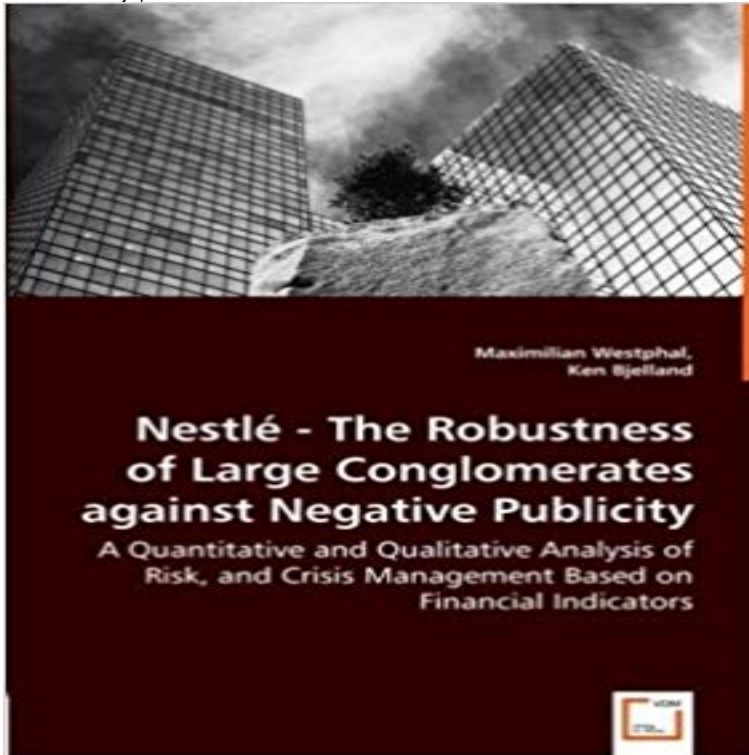


Nestle - The Robustness of Large Conglomerates against Negative Publicity: A Quantitative and Qualitative Analysis of Risk, and Crisis Management Based on Financial Indicators



Crises are an inevitable part of life. Knowledge is based on learning gained out of crises. But what happens if crises do not affect organizations anymore; and hence organizations become invulnerable towards crises? Is it then still valid calling them crises? Or do crises change into opportunities? Those questions arose after the authors chose Nestle as a main focus of investigation; and after they dug deeper into crisis-, and risk management theories. The authors hand out necessary information, before moving to crisis, and risk management theories, ethical business behavior, and corporate social activities. They contrast those theories with stakeholder theories, shareholder capitalism, and the portfolio theory. Their research question deals with the affect of crises on Nestles share price, and the out coming consequences, and possibilities. Two hypotheses test if there was a positive correlation between corporate social responsibility, and Nestles share price; or if there was no relationship between social performance, and the stock price. This book is for: managers, consultants, students, crises interest groups, companies, and scientists of human, and business disciplines.

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