

McNamara's CSR

BEHAVIOR & THEORY IN ORGANIZATIONS – MGT 308

NAME _____

Watch the excerpt from Errol Morris' documentary *The Fog of War*, and try to outline what Robert S. McNamara's idea of corporate social responsibility is. To ease your work, you may want to use Carroll's pyramid of social responsibility. For each level, try to write down sentences, or words McNamara pronounces, and that fit the definition of economic, legal, ethical, and/or philanthropic responsibility.

Level 1.



Level 2.



Level 3.



Level 4.



What is CSR?

Please write down here the definition of CSR according to your understanding of the topic (work in groups). This definition may, or may not be in relation to what emerges from the McNamara-Carroll exercise.
