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Encyclopedia of Business Ethics and Society

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term in a wider context. The implications section illustrates how a term might be used by marketers. The application areas refer the researcher to journal articles or books that detail how the concept would be put to practical use. Finally, the bibliography lists the citations for the definition and discussion of each term. Sources are arranged by order of importance to the discussion rather than alphabetically, thus once again conveying information by organization.

Finally, there is an appendix, "Classification of Key Terms." All the dictionary's entries are categorized into one of four areas: law, theory, concept, or effect. The author explains the use of these categories in the introduction, but essentially this classification allows the researcher to see the hierarchy of terms within the discipline of marketing.

This volume is very valuable as a reference source because it gives clear, succinct information about the major concepts, theories, laws, and effects of marketing. It will remain useful as a researcher progresses from novice to expert. However, the value is not limited to researchers because professionals can use the implications section to determine potential practical uses of the concept. The choice between hardback and paperback pricing makes this work affordable for any library. *The Advanced Dictionary of Marketing: Putting Theory to Use* is highly recommended for every business reference collection.—Diane Campbell, Rider University, Lawrence, New Jersey

Encyclopedia of Business Ethics and Society. Ed. by Robert W. Kolb. Thousand Oaks, Calif.: Sage, 2008. 5 vols. \$795 (ISBN 978-1412916523).

Ethics has always been an important issue in business. However, due to the corporate scandals at Enron and WorldCom and the subsequent passing of the Sarbanes-Oxley Act, there has been a resurgence of research interest in business ethics. This encyclopedia reflects this current research interest and emphasizes ethics in strategic management, corporate governance, and organizational culture.

The encyclopedia is an authoritative work compiled by Robert W. Kolb, a prolific writer and a professor for nearly thirty years. Kolb and an editorial board of thirty renowned business scholars invited three hundred scholars and business experts from around the world to write entries in this encyclopedia.

The encyclopedia consists of five volumes and includes nine hundred entries. The entries are arranged in alphabetical order and range from five hundred to eleven thousand words, depending on the topic. Brief essays introduce important personages and organizations; longer essays are written on important terms. Volume 5 also includes an appendix of business ethics periodicals as well as a comprehensive index with cross-references.

The *Encyclopedia* is available in print or electronic format. The electronic version is available both through Sage eReference and Gale Virtual Reference Library. The electronic version offers access to the eTable of Contents, the eBook Index, and the list of illustrations. In the eTable of Contents, users

can either choose a volume or browse a specific part of the encyclopedia starting from the title page. Also available for browsing is the Reader's Guide, which divides the encyclopedia into twenty-three broad thematic groups. Finally, the eBook Index includes an A–Z browsing section and a simple search box.

The *Encyclopedia of Business Ethics and Society* compiles extensive amounts of current business ethics literature into one place. Two criticisms of the online version are that the graphics and charts are not downloadable and that the Reader's Guide section does not include hyperlinks to the individual entries. But this encyclopedia is an excellent, authoritative background resource for business ethics that is easy to use. The encyclopedia serves as a research tool for business students and provides a good introduction to basic ideas and concepts in business ethics. The information contained in this encyclopedia could lead to a better understanding of the connections between business, ethics, and society. Public and school libraries can also benefit from this work as both students and business owners search for information on this popular topic.—Leticia Camacho, Brigham Young University, Provo, Utah

OTHER NOTEWORTHY TITLES

The A to Z of Corporate Social Responsibility: A Complete Reference Guide to Concepts, Codes and Organisations. By Wayne Visser et al. Hoboken, N.J.: Wiley, 2008. 535p. \$120 (ISBN 978-0470723951).

The A to Z of Corporate Social Responsibility is the first complete reference on corporate social responsibility (CSR) to be published. The contributors, a mix of academics and practitioners from around the globe, provide a comprehensive and timely resource for anybody interested in CSR. This standard reference was compiled to help managers, consultants, teachers, students, volunteers, and researchers navigate through the terms, codes, and organizations associated with CSR.

The A to Z of Corporate Social Responsibility includes 350 entries split into 10 core terms, 85 key terms, and 250 definitions. The core terms give an in-depth discussion approximately two thousand words in length. For example, "business ethics" has an eight-page entry that includes everything from a definition to a list of key debates surrounding the term. Entries for key terms give less detail and are 500–750 words in length. Finally, the definitions simply provide short statements that encapsulate the essence of the term and are 100–250 words in length. The book includes terminology from business, government, civil society, and nongovernmental organizations.

The arrangement of entries is alphabetical. However, several useful indexes, such as one with a hierarchical structure of the terms, are also included. The book would have benefited from the inclusion of bibliographies or "further readings" lists. Overall, this notable book is definitely a must-buy for any library serving individuals involved in corporate social responsibility.—Terry Zarsky, Pikes Peak Library District, Colorado