



# **Corporate Responsibility for Cultural Heritage: Conservation, Sustainable Development, and Corporate Reputation (Routledge Studies in Heritage)**

*Fiona Starr*

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# Corporate Responsibility for Cultural Heritage: Conservation, Sustainable Development, and Corporate Reputation (Routledge Studies in Heritage)

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## Corporate Responsibility for Cultural Heritage: Conservation, Sustainable Development, and Corporate Reputation (Routledge Studies in Heritage) Fiona Starr

This book examines the relationship between two divergent fields – corporate activity and heritage conservation – linking the financing of conservation and its benefits with the corporate social responsibility (CSR) goals of the private sector. Through discussion of physical conservation, benefits to heritage site visitors, sustainable development impacts, and corporate benefits such as improved reputation, this book outlines the shared value of corporate support for cultural heritage sites, and encourages financial and in-kind support for conservation and responsible activity by the private sector.

Providing a convincing commercial rationale for CSR managers to engage with cultural heritage sites, this book suggests how companies may reap the benefits of CSR for heritage. Author Fiona Starr offers advice for companies looking to specialize in a unique CSR endeavor, especially those looking to engage with emerging markets. The book also provides useful strategies for heritage managers to attract CSR and financial support, offering new look at the financing of heritage conservation at both international and local levels and providing a new approach to the future of financing of cultural heritage conservation

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