



In a world where some CEOs are as famous as movie stars, where a single multi-national company can produce more wealth in a year than some countries, where marketing wizards have figured out that banks can offer services under grocery store brands, does anyone doubt that corporations rule the world? Many people are questioning how accountable and responsible they are to us as citizens, consumers, and investors. But, learning about their management and performance is sometimes difficult: especially if we want to scratch below marketing images and quarterly earnings.

CONSCIOUS CONSUMPTION, EthicScan Canada's latest book, connects the corporate reputations of more than 80 well-known food and consumer product makers to their treatment of employees, communities and the environment. In answering hundreds of performance-related questions across eight key areas of social responsibility, the book contains comprehensive profiles, ratings, and easy-to-read charts.

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