

MARINHA DO BRASIL
DIRETORIA DE ENSINO DA MARINHA

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(TEXTO EM INGLÊS TÉCNICO)

TEXTO EM INGLÊS PARA TRADUÇÃO

Leia e traduza para o português o seguinte texto:

"Ask any CEO what they are really focused on in the short and even longer-term and the answer in many cases will be 'next quarter's financial results and shareholder value'. Not many are likely to show much concern for environmental issues or social problems affecting their employees, customers and immediate communities. 'Times are hard,' they will argue, 'we are too busy fighting for survival and growth. We dare not take our eye off the ball.'

But this is changing. Even in difficult times corporate social responsibility (CSR) is becoming one of the key business issues, setting new standards of transparency and, to quote Professor Cary Cooper of Lancaster University School of Management, 'contributing to competitiveness and creating new opportunities. CSR is moving companies beyond a base of legal compliance to integrating responsible behavior into their core values in recognition of the sound benefits in doing so'. 'It's what employees want,' says the CSR manager of a leading company, 'and it's good from a marketing point of view.'

In a recent survey, more than one-third of respondents said that working for a caring and responsible employer was more important than the salary they earned. Nearly 50 per cent said corporate social responsibility policies should be compulsory. One-third believe environmental considerations should be the most important topic on the company agenda. The survey confirmed that young professionals are increasingly looking at corporate social responsibility when considering which companies and brands they might work for.

The World Business Council for Sustainability Development defines corporate social responsibility as the continuing commitment by business to behave ethically and contribute to economic development which improves the quality of life of the workforce and their families as well as of the local community and society at large."

Fonte: Adaptado de: Altman, W. "Working for the Greater Good?", *Engineering Management*, December 2007, Vol. 17, Issue 6, p. 12-15.