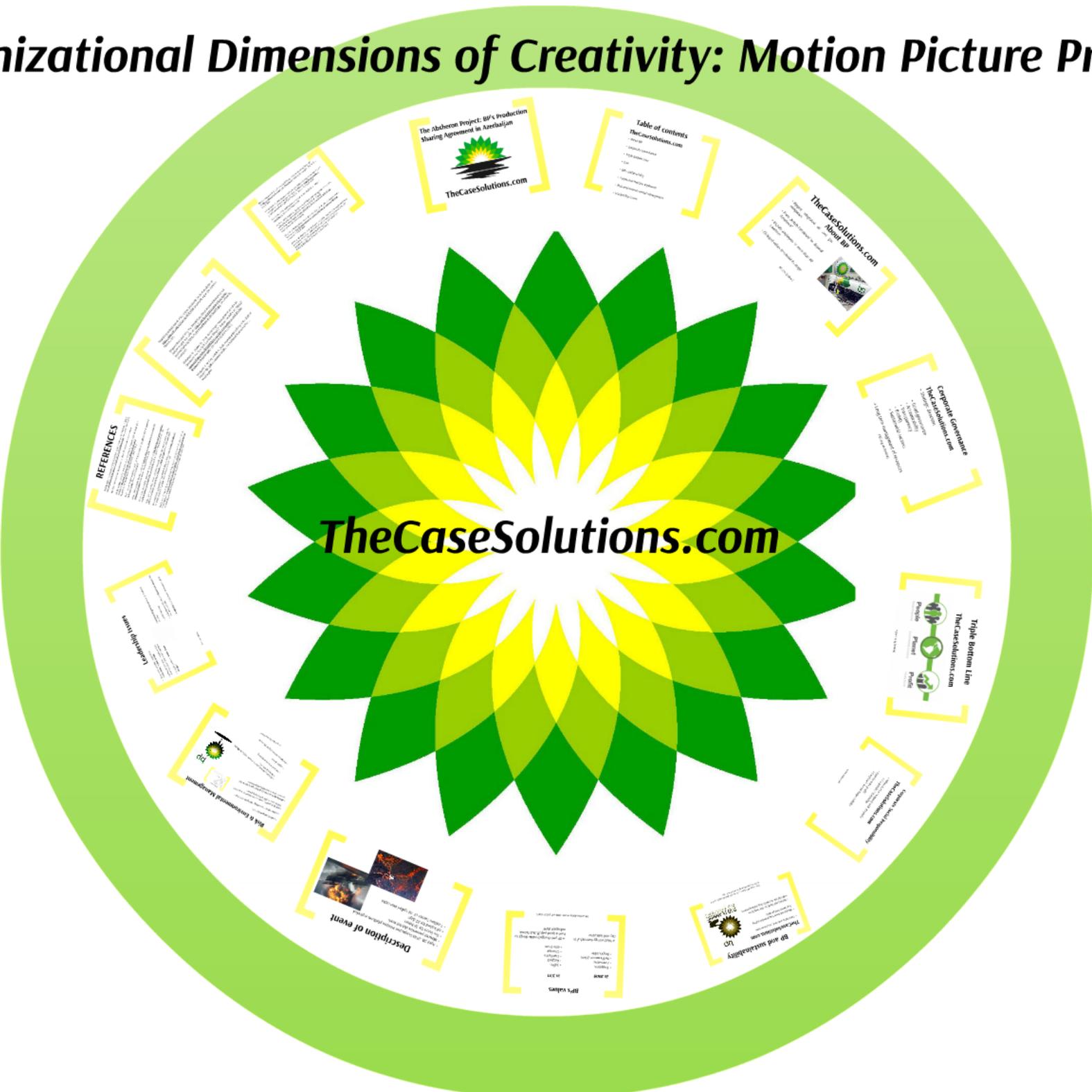
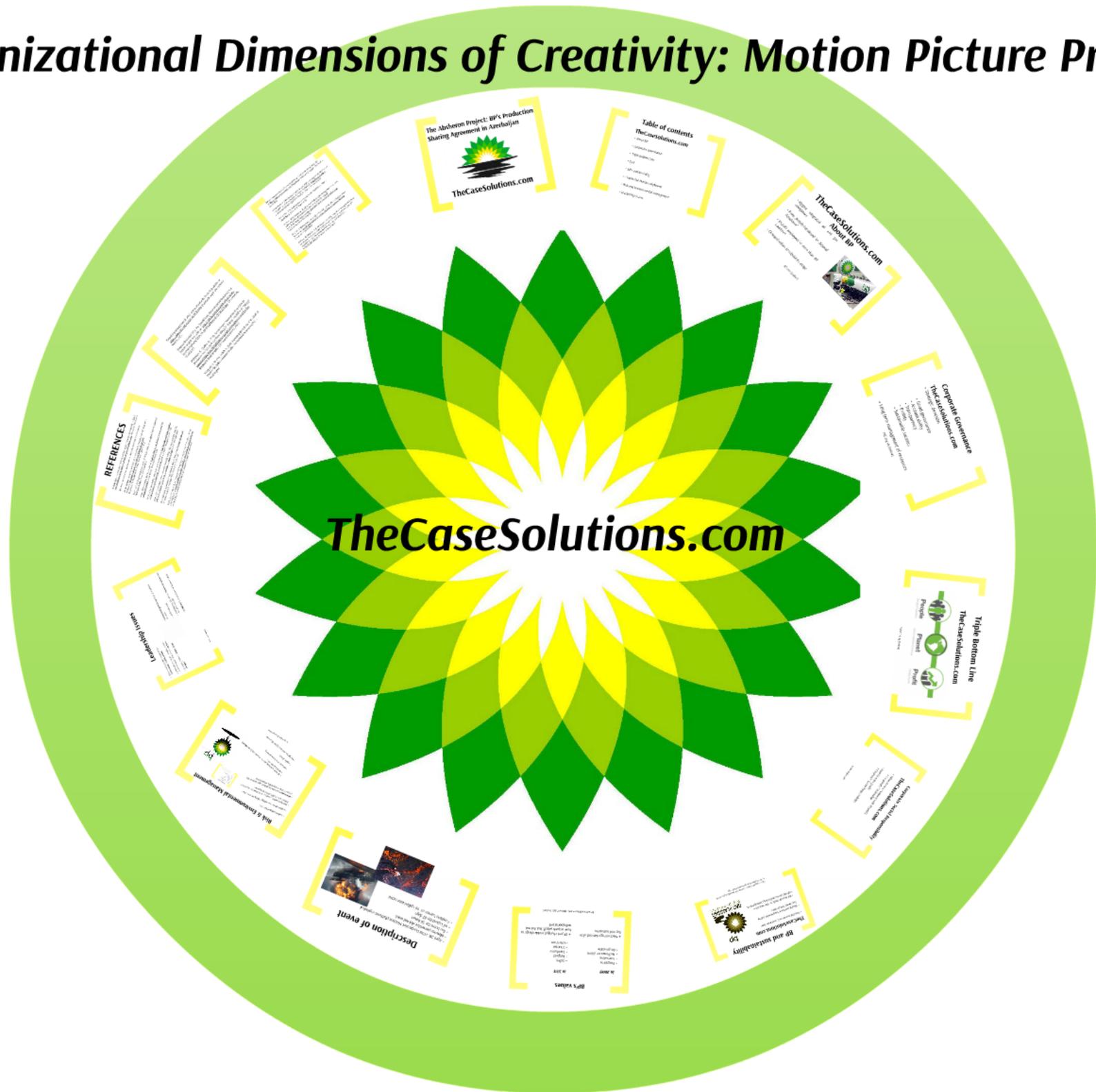


Organizational Dimensions of Creativity: Motion Picture Production



Organizational Dimensions of Creativity: Motion Picture Production



The Absheron Project: BP's Production Sharing Agreement in Azerbaijan



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Table of contents

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- About BP
- Corporate Governance
- Triple Bottom Line
- CSR
- BP's sustainability
- Deepwater Horizon explosion
- Risk and environmental management
- Leadership issues

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About BP

- Biggest integrated oil and gas companies
- From „British Petroleum“ to „Beyond Petroleum“
- 84,600 employees in more than 80 countries
- Changed values to rebuild its image



COURTESY: BP

BP.com [online]

Corporate Governance

TheCaseSolutions.com

- Strategic direction
 - Good governance
 - Accountability
 - Transparency
 - Probity
 - Sustainable success

→ Long term management of resources

FRC.org.uk [online]

Triple Bottom Line

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Robert Kiley [online]

Corporate Social Responsibility

TheCaseSolutions.com

- What does a company with its profit
→ Corporate Citizenship
- How to make profit
→ Corporate Social Responsibility

BP and sustainability

TheCaseSolutions.com

- Wanted to cut costs and save time
- Would not have happened if safety had been first priority
- BP did not think in the long term
- BP did not consider any consequences



Case study, BBC News ,, US oil spill: Bad Management led to BP disaster cleanmpg.com [online] Logo