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2019, SPi viii contents PA RT I I T H E DY NA M I C S O F P U B L I S H I N G 11. Economics of Publishing 165 Albert N. Greco 12. The Strategy of Publishing 189 Albert N. Greco 13. Globalization and Publishing 207 RSE ET PATERNALISME. 18 L?approche historique du phénomène de la RSE et de l?investissement socialement responsable (ISR) montre que le phénomène actuel est au confluent de deux traditions que rien ne prédestinaient à devenir des modalités institutionnalisées d'encadrement du capitalisme : le puritanisme américain et le paternalisme français.