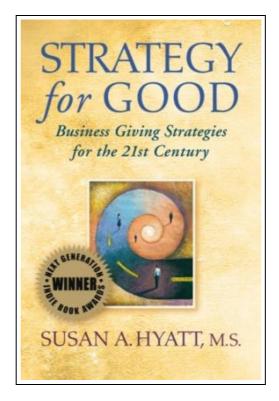
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STRATEGY FOR GOOD: BUSINESS GIVING STRATEGIES FOR THE 21ST CENTURY



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GoodWorks Publishing. Paperback. Condition: New. 372 pages. Dimensions: 8.9in. x 6.0in. x 1.0in.Winner of four book awards: 2012 Axiom Business Book Awards, Bronze in NonprofitPhilanthropy category 2012 Next Generation Indie Books Awards, Third Grand Prize Winner for Nonfiction 2012 Next Generation Indie Book Awards, Winner in the Business category 2012 Colorado Independent Publishers Association EVVY Award, Bronze in BusinessCareer category Giving back to local communities is a growing expectation for businesses coming from both outside and inside company walls. Community involvement is no longer a nice to do but a need to do. Dont be one of those companies that just tosses dollars at issues for a tax write-off. Instead, use this proven, step-by-step process to maximize your companys give-back efforts. Strategy for Good shows you how to create all-win solutions that demonstrate your values, benefit the causes you care most about, and boost your bottom line. Your company can be engaged in heartfelt ways that positively impact your business goals, operations, and profitability. This lively, accessible how-to resource guide will give you: Best practice examples, tips, and insights on effective community involvement from over 50 business thought leaders; The 7 essential steps of effective community involvement to take your strategy and organizational systems to the next level; A menu of dozens of proven ways to engage with nonprofits and NGOs through contributions and commerce; and Food for thought suggestions to help generate even more ideas about ways to support the causes you care aboutregardless of your companys age, size, or profitability. Forward by Patricia Aburdene, author of Megatrends 2010 The Buzz: Strategy for Good is a must-read for business leaders wishing to create greater impact in the world. JEFFREY SWARTZ, President and CEO, Timberland Strategy for Good is a compelling and comprehensive guide on how business and non-profit leaders...

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