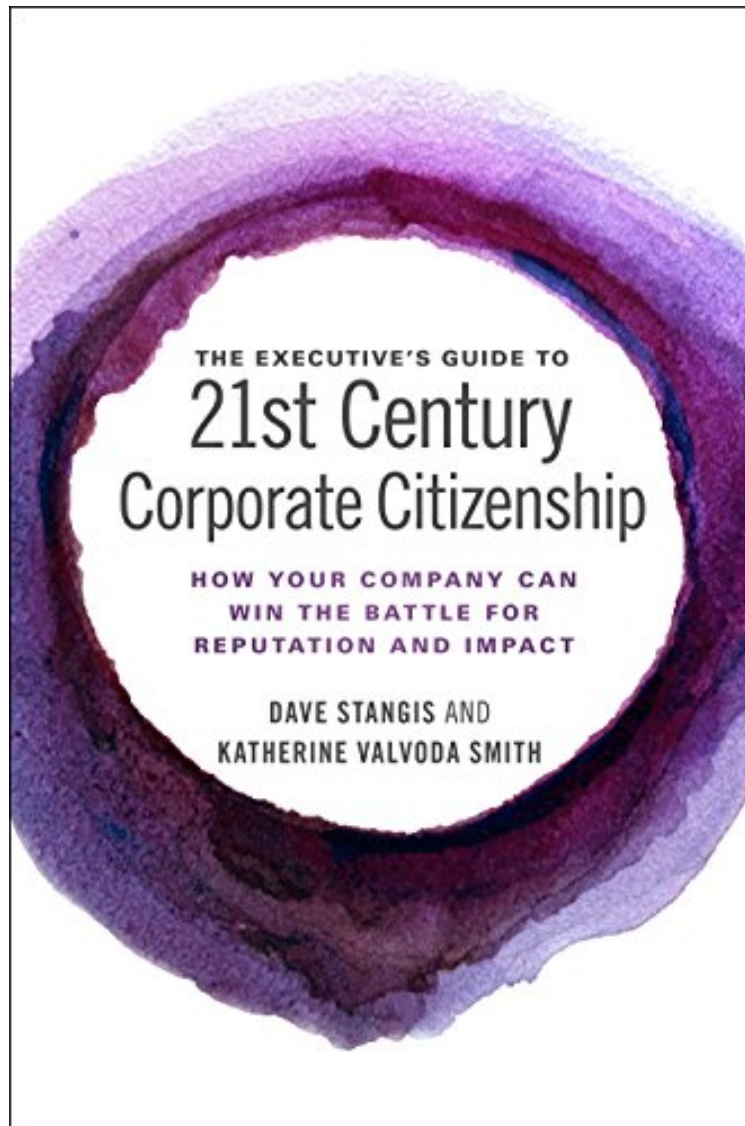


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The Executives' Guide to 21st Century Corporate Citizenship: How your Company Can Win the Battle for Reputation and Impact

Dave Stangis, Katherine Valvoda Smith
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Dave Stangis, Katherine Valvoda Smith : The Executives' Guide to 21st Century Corporate Citizenship: How your Company Can Win the Battle for Reputation and Impact before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Executives' Guide to 21st Century Corporate Citizenship:

How your Company Can Win the Battle for Reputation and Impact:

The Executive's Guide to 21st Century Corporate Citizenship is a succinct handbook that provides senior managers with everything they need to understand how corporate citizenship builds reputation, delivers value to the bottom line, and mobilizes an organization's employees and customers. It shows how integrating sustainability and social impact to improve your operating context can also improve your company's competitive position, and steers readers through the field of corporate citizenship to provide actionable insights based on empirical research. The book features tools that will prove valuable for every business person thinking about how to maximize business and social value, while the concepts addressed in the book are essential for executives leading manufacturing B2B or B2C companies that are managing complex supply chains, integrated operations, and corporate reputation. This book provides a major update on how to 'do' corporate citizenship and will help you win the reputation battle and deliver value to society while creating the most successful business possible in today's competitive landscape.

This book is a MUST for all business leaders, mid-level executives and those aspiring to lead. As we are living in a world in which we are increasingly interconnected globally, every act we take has consequences not only on our employees and our customers, but also the communities we operate in and as those that we don't. Readers will learn the key strategies and tactics necessary to build a 21st century company that is resilient and successful but also one that balances the need to give back, respect the environment and be appealing to the next generation. Susan McPherson, Founder CEO, McPherson Strategies This book is a MUST for all business leaders, mid-level executives and those aspiring to lead. As we are living in a world in which we are increasingly interconnected globally, every act we take has consequences not only on our employees and our customers, but also the communities we operate in and as those that we don't. Readers will learn the key strategies and tactics necessary to build a 21st century company that is resilient and successful but also one that balances the need to give back, respect the environment and be appealing to the next generation. Susan McPherson, Founder CEO, McPherson Strategies This book is a MUST for all business leaders, mid-level executives and those aspiring to lead. As we are living in a world in which we are increasingly interconnected globally, every act we take has consequences not only on our employees and our customers, but also the communities we operate in and as those that we don't. Readers will learn the key strategies and tactics necessary to build a 21st century company that is resilient and successful but also one that balances the need to give back, respect the environment and be appealing to the next generation. --Susan McPherson, Founder CEO, McPherson Strategies'At Suffolk, we are always challenging the norm and pushing the boundaries of what is possible. To continuously innovate and service others is a pledge we make to our clients, partners, communities and each other. 21st Century Corporate Citizenship and Suffolk share the same values and commitment to excellence, which is why we are such strong supporters of this book. 21st Century Corporate Citizenship is a tremendous resource for individuals who work in the environmental and social investment field and who are actively pursuing excellence and innovation in everything they do.' John Fish, Chairman CEO, Suffolk Construction At Bose we're best known for our audio products. But our true passion? Discovering new and better solutions than anything that's come before. We 'always dream of things that are better, and think of ways to reach those things.' 21st Century Corporate Citizenship is a hand book that can help business people understand how to dream and implement better and more sustainable futures for their companies and for us all. --Bob Maresca, President and CEO Bose Corporation'Developing a high performing corporate citizenship strategy requires a thoughtful combination of new incentives, risk management, compliance, and re-framing to identify and capture new opportunities for your company and its stakeholders. Stangis and Smith have produced a book that is part 'how to,' part compendium of insight from many successful practitioners, and part reminder of the value of fostering motivation that underlies any successful venture. It is likely to become one of those references you turn to again and again for useful guidance.' Lance Pierce, President, CDP North America 'For any company looking to optimize their corporate sustainability strategy, this book is a must have. Very simply, it's the best one I've ever read.' -- Steve Schein, CPA, PhD, corporate citizenship business advisor at L4 Consulting