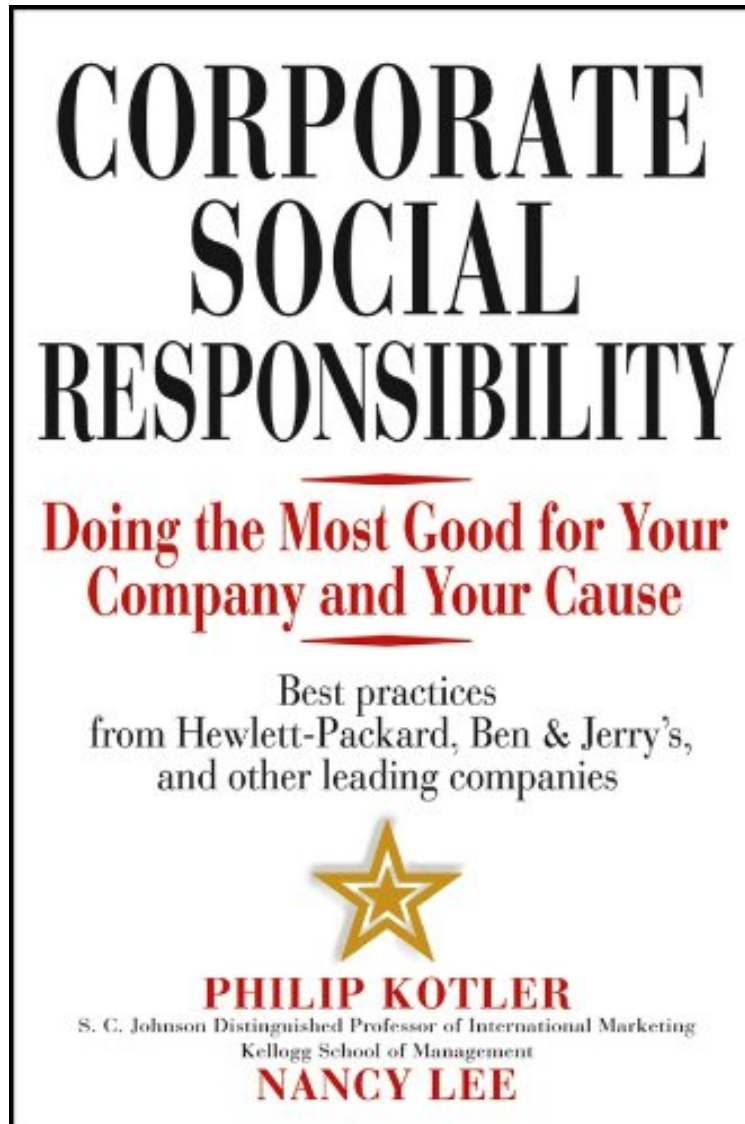


(Free read ebook) Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause

Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause

Philip Kotler, Nancy Lee

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Today, corporations are expected to give something back to their communities in the form of charitable projects. In *Corporate Social Responsibility*, Philip Kotler, one of the world's foremost voices on business and marketing, and coauthor Nancy Lee explain why charity is both good P.R. and good for business. They show business leaders how to choose social causes, design charity initiatives, gain employee support, and evaluate their efforts. They also provide all the best practices and cutting-edge ideas that leaders need to maximize their contributions to social causes and do the most good. With personal stories from twenty-five business leaders from socially responsible companies, this is the bible for today's good corporate citizen.

"An excellent starting point" (Long Range Planning, August 2006) In today's world, it is no longer just acceptable that a corporation does well by doing good. It is expected. With increasing pressures to improve the bottom line as well as to be good corporate citizens, business leaders face tough decisions. What social issues should we support? What charities will make strong partners? What initiatives should we develop that will do the most good for the company as well as the cause? Do we just write a check, incorporate social messages in our advertising, encourage our employees to volunteer, or do we also alter our business practices? How do we integrate a new initiative into current strategies? How do we implement a successful program? How do we generate internal support and passion? How do we measure success? A bible for today's corporate citizens, *Corporate Social Responsibility* provides thoughtful answers to these vital questions and many more. Philip Kotler, one of the world's foremost voices on business and marketing, and Nancy Lee, President of Social Marketing Services, Inc., provide best practices and cutting-edge ideas on the best ways and means for corporations to maximize corporate contributions to social issues and to know what good they did. Business leaders will learn how to align their business goals with cultural and social ones; choose social issues and charities to support; gain employee support; implement successful initiatives; and evaluate their efforts. Offering more than just a theoretical perspective, this book includes the personal insight of some of the business world's most admired companies. Full of proven recommendations and real-world advice on social initiatives, it includes first-person stories from twenty-five business leaders from such successful and benevolent socially responsible companies as Ben Jerry's, IBM, Washington Mutual, Johnson Johnson, Microsoft, The Body Shop, Hewlett-Packard, and American Express. For those seeking funding from corporations such as these, a final chapter presents ten recommended strategies for success. This insightful and practical book presents twenty-five best practices, assembled to guide decision-making in the area of corporate social responsibility. It is, in the end, intended to help maximize the return on discretionary corporate investments, resulting in efforts that do the most social, environmental, and economic good.

From the Back Cover Praise for *CORPORATE SOCIAL RESPONSIBILITY* "This comprehensive perspective on corporate social responsibility answers tough questions about the value of social initiatives for companies, investors, employees, and customers." —Sandra Taylor Senior Vice President, Corporate Social Responsibility, Starbucks Coffee Company "Brilliant . . . an important compilation of great work done by great companies. Corporate Social Responsibility examines the most innovative business practices and leaders of our time who are discovering the pathways that converge business and social agendas for the benefit of all stakeholders. Well done!" —Maureen Conway Vice President, Emerging Market Solutions, Hewlett-Packard "Aligning with causes is no longer a 'nice to do,' but a 'have to do.' Corporate Social Responsibility is a must-read for marketers and managers desiring the most significant outcomes from their cause investments." —Carol L. Cone Chief Executive Officer, Cone, Inc. "Corporate Social Responsibility is at once both visionary and practical, making the compelling case that corporate community engagement and maximizing profit and shareholder value are not mutually exclusive, but rather mutually reinforcing." —Bill Shore Founder and Executive Director, Share Our Strength