

IDEAS WITH IMPACT

Harvard Business Review

ON

Corporate Responsibility



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C. K. Prahalad and Allen Hammond

**The Competitive Advantage of
Corporate Philanthropy**
Michael E. Porter and Mark R. Kramer

What's a Business For?
Charles Handy

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The Path of Kyosei
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Rosabeth Moss Kanter

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Harvard Business Review on Corporate Responsibility

C.K. Prahalad

What and whom is a company for? This selection of articles gathers the newest considering at the strategic value of company social responsibility. Readers will advance an realizing of why companies should still proceed to offer funds away even whereas shedding workers, how businesses play a management position in modern day social difficulties through incorporating the simplest contemplating governments and nonprofit institutions, and the way neighborhood wishes are literally possibilities to boost rules and show enterprise technologies. Readers will see how company accountability can result in new markets and ideas to long-standing company problems.

eight articles on company Social Responsibility, November 7, 2006 This selection of article opens attention-grabbing traces of reasoning and may simply get clean principles in entrance of choice makers who can use enterprise as a device for sturdy at the worldwide scale. The 8 articles hide a large variety of subject matters and fluctuate in tone from sweeping philosophical musings to rigorous educational pieces. the 1st article is a Harvard Business Review on Corporate Responsibility really robust lead-off, i'll attempt to summarize this piece in hopes of supplying you with a taste for the entire collection: * Serving the world's poor, profitably - C.K. Prahalad & Allen Hammond How can businesses Harvard Business Review on Corporate Responsibility profitably serve a industry the place shoppers live to tell the tale \$2000 or much less according to year? at the different hand, how can businesses manage to pay for to Harvard Business Review on Corporate Responsibility disregard a industry of four billion capability customers? this text explores the explanation why businesses have some time past shied clear of attempting to serve the "bottom of the pyramid" (BOP) markets, why significant development possibilities exist during this niche, and the way average concepts have to be tailored into new pondering that may gain the world's poorest groups and people who compete for Harvard Business Review on Corporate Responsibility his or her business. there's a distasteful point to imagining multinational corporations, the main robust associations of our time, attractive and taking advantage of the main economically powerless. The authors make the case that the negative undergo extra from being neglected by way of the worldwide industry of the multinationals than through engagement with it. They illustrate how costs charged by way of the casual financial system that serves terrible groups Harvard Business Review on Corporate Responsibility are usually a lot greater for a similar items than costs in additional prosperous groups served by means of effective distribution. while BOP ideas are performed correctly, enterprises additionally profit in additional methods than just producing extra sales: BOP markets can function incubators for brand new products, principles and methods that could revitalize productiveness and management within the built (and saturated) markets as well. An leading edge strategy for attaining poorer consumers is to de-aggregate possession from use by means of exploring "pay in keeping with use" models. one other strategy, that Harvard Business Review on Corporate Responsibility runs counter to mainstream thinking, is to install the most innovative instant applied Harvard Business Review on Corporate Responsibility sciences in the slightest degree built markets to beat the isolation of terrible rural areas.

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