

1. Record Nr.	UNINA9910464680203321
Autore	Kiser Cheryl
Titolo	Creating social value : a guide for leaders and change makers // Cheryl Kiser and Deborah Leipziger with J. Janelle Shubert
Pubbl/distr/stampa	Sheffield, England : , : Greenleaf Publishing, , 2014 ©2014
ISBN	1-351-27627-1
Descrizione fisica	1 online resource (182 p.)
Disciplina	658.408
Soggetti	Social responsibility of business Corporations - Moral and ethical aspects Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Cover; Title page; Copyright page; Dedication; With Gratitude; Contents; Foreword; Acknowledgments; An introduction to creating social value; 1 Strategy and innovation; 2 Nation-building; 3 Addressing environmental and social needs; 4 Creating social value through social entrepreneurship; 5 Social innovation in hiring and PathMaking; 6 Co-creating new sources of recycled materials; 7 Sustainability by design; 8 Creating shared success; 9 Combining social value with business opportunity; 10 Serving new markets; 11 Leadership and social value creation; Concluding thoughts; Index; Back cover
Sommario/riassunto	A manifesto for Social Value Creation, a strategy combining corporate assets (innovation capacities, marketing skills, managerial acumen, employee engagement, scale) with those of other sectors and firms to co-create breakthrough solutions to complex economic, social and environmental issues.