

1. Record Nr.	UNINA9910784613903321
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Titolo	Values-driven business [[electronic resource] ] : how to change the world, make money, and have fun // Ben Cohen, Mal Warwick
Pubbl/distr/stampa	San Francisco, CA, : Berrett-Koehler Publishers Berkeley, : Publishers Group West [distributor], c2006
ISBN	1-60994-403-8 1-282-29940-9 9786612299407 1-57675-951-2
Edizione	[1st ed.]
Descrizione fisica	1 online resource (193 p.)
Collana	The social venture network series
Altri autori (Persone)	WarwickMal
Disciplina	658.4/08
Soggetti	Social responsibility of business Industrial management - Social aspects
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 143-145) and index.
Nota di contenuto	Contents; Letter from the Editor of the Social Venture Network Series; Acknowledgments; Preface; 1 So, Why Are You in Business?; 2 Are You Ready to Take the Plunge?; 3 First Things First: Your Employees; 4 Turning the Value Chain into a "Values Chain"; 5 Developing a Dialogue with Your Customers; 6 Staking Out Your Place in the Community; 7 Leaving a Lighter Footprint on the Planet; 8 You Really Can Try This at Home!; Resources; Notes; Index; A; B; C; D; E; F; G; H; I; J; K; L; M; N; O; P; R; S; T; U; V; W; About Social Venture Network; About the Authors
Sommario/riassunto	In Values-Driven Business, Ben & Jerry's co-founder Ben Cohen and Social Venture Network chair Mal Warwick team up to provide you with a way to run your business for profit and personal satisfaction. This practical, down-to-earth book details every step in the process of creating and managing a business that will reflect your personal values, not force you to hide them.