1. Record Nr. UNINA9910814873703321 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 Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Description based upon print version of record. Note generali 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.