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Titolo	Managing for stakeholders : survival, reputation, and success // R. Edward Freeman, Jeffrey S. Harrison, Andrew C. Wicks
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Collana	The Business Roundtable Institute For Corporate Ethics series in ethics and leadership
Altri autori (Persone)	Harrison Jeffrey S Wicks Andrew C
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Soggetti	Industrial management Corporate governance Business ethics Social responsibility of business
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Managing for stakeholders -- Business in the twenty-first century -- The basic framework -- Stakeholders, purpose, and values -- Everyday strategies for creating value for stakeholders -- Leadership and managing for stakeholders -- Appendix : frequently asked questions about managing for stakeholders (MFS).
Sommario/riassunto	Managing for Stakeholders: Survival, Reputation, and Success, the culmination of twenty years of research, interviews, and observations in the workplace, makes a major new contribution to management thinking and practice. Current ways of thinking about business and stakeholder management usually ask the Value Allocation Question: How should we distribute the burdens and benefits of corporate activities among stakeholders? Managing for Stakeholders, however, helps leaders develop a mindset that instead asks the Value Creation Question: How can we create as much value as possible for all of our stakeholders? Business is about how customers, suppliers, employees, financiers (stockholders, bondholders, banks, etc.), communities, the

media, and managers interact and create value. World-renowned management scholar R. Edward Freeman and his coauthors outline ten concrete principles and seven practical techniques for managing stakeholder relationships in order to ensure a firm's survival, reputation, and success. *Managing for Stakeholders* is a revolutionary book that will change not only how managers do business but also how they recognize and evaluate business opportunities that would otherwise be invisible.

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