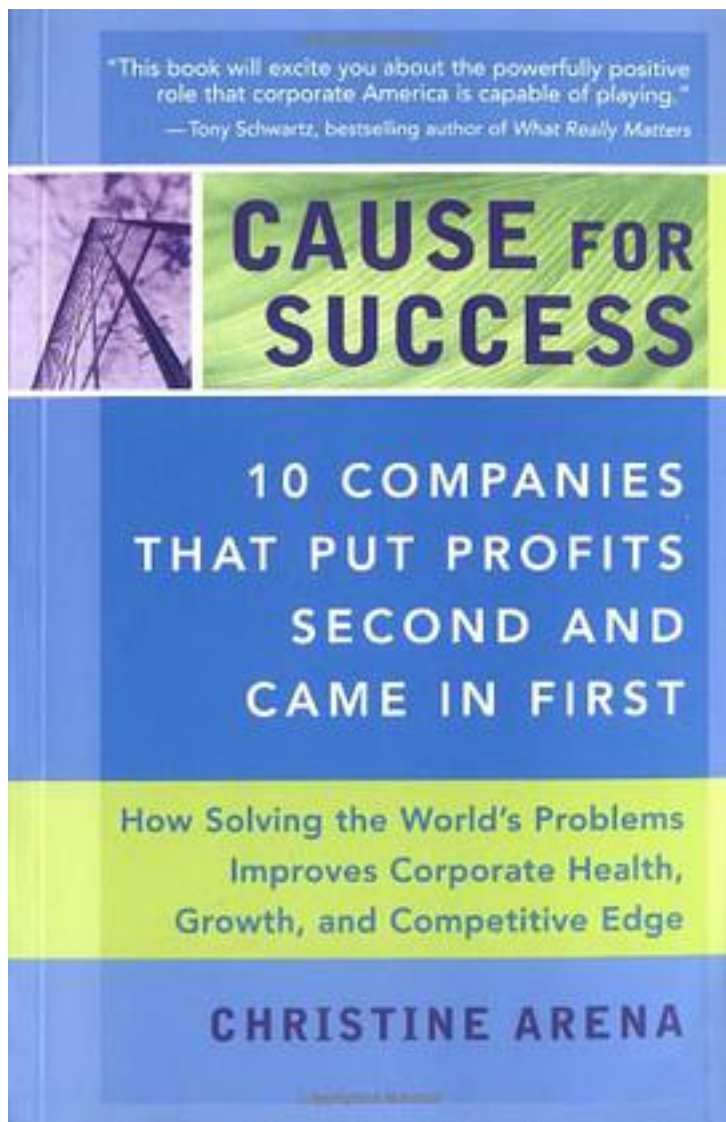


Cause for Success



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Cause for Success presents groundbreaking case studies that clearly demonstrate how social responsibility can drastically improve corporate health, growth and competitive edge. Each "high purpose" company featured in the book approached a serious world problem, such as poverty, inequity or environmental degradation, as a business opportunity, and made more money as a result! These winning achievements put enterprises driven only by profits at a serious disadvantage. In Cause for Success, Author Christine Arena uncovers:

- why ethics-driven companies are today's business trendsetters
 - how standing up for social justice garners competitive advantage
 - the bottom-line benefits of serving the world's poor
 - the potential business rewards of philanthropic partnerships, and
 - how some of the worst corporate citizens have become some of the best
- Featuring illuminating interviews with British Petroleum group chief executive Lord John Browne, Interface chairman Ray Anderson, Avon chairman and CEO Andrea Jung, Hewlett-Packard senior vice president Debra Dunn, Grameen Bank founder Dr. Muhammad Yunus, and numerous others, the book provokes readers to think differently about the future of business and realize their own cause-driven success. "An inspiring, compelling and highly readable set of stories about courageous corporate executives. This book will excite you about the powerfully positive role that corporate America is capable of playing."

— Tony Schwartz, bestselling author of What Really Matters "At a time when business confidence is depleted and cynicism about corporate conduct runs rampant, Christine Arena raises our sights and expectations. She reminds us that the companies that seek to make both a difference and a profit are the same ones that attract the most gifted, committed and ambitious people. The cycle of virtue she describes is rooted in real case studies, not wishful thinking. Cause for Success is a cause for celebration as well as celebration."

— Richard D. Parsons, chairman and CEO of Time Warner "Cause for Success presents fascinating insights into a new paradigm for business success in the twenty-first century. It shows how a leading set of "high purpose" companies moved beyond charitable giving and used constructive social engagement as the central means of improving their performance in the marketplace."

— Bradley Abelow, global head of operations of Goldman Sachs "When you Google "success" the first hit should be Cause for Success! This is a rare book – profiling interesting leaders, packed with useful knowledge, and well written and edited. Read it. Keep it close."

— John O'Neil, president of the Center for Leadership Renewal "I loved this book. It will help all leaders redefine success in broader, longer-term ways previously overlooked in traditional business analysis."

— Jonathan S. Lavine, managing director of Bain Capital "Cause for Success makes a compelling case that the great companies of the future will be companies that have integrated the motive for profit with the imperative to care about their community and

environment."

– Jim Garrison, president of the State of the World Forum "By examining several well known and widely regarded examples, the author effectively argues that it is in fact the commitment to do the right thing that has differentiated these companies and driven their success."

— Amy Domini, president of the Domini Social Equity Fund "Cause for Success is an important call to arms for all business executives to recognize the vital responsibility they have in this world."

— Philip Rowley, president of AOL Europe

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