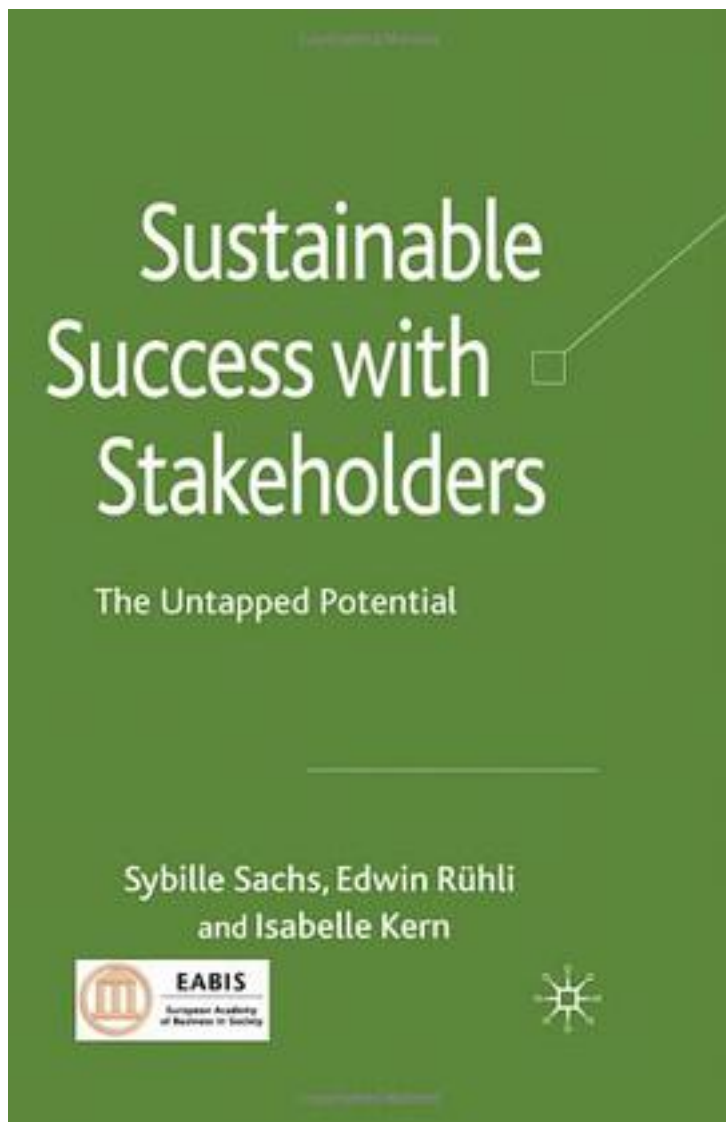


Sustainable Success with Stakeholders



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Many firms recognise the importance of their stakeholders but often lack systematic stakeholder management. They lack experience in defining their strategically important stakeholders and particularly in seeing their stakeholders' benefit potentials for their own firm and in including their stakeholders into value creation. This book is based on the results of the extensive research done with seven Swiss firms and shows managers in a very hands-on manner how they can identify their stakeholders and cooperate with them in a mutually successful and satisfying way. It includes numerous examples from the case studies and from international firms, illustrating the stepping stones to a comprehensive stakeholder management. This makes it an indispensable companion for managers of small and large firms and for business students interested in seeing how the theoretical concepts of the Stakeholder View can be applied in practice.

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