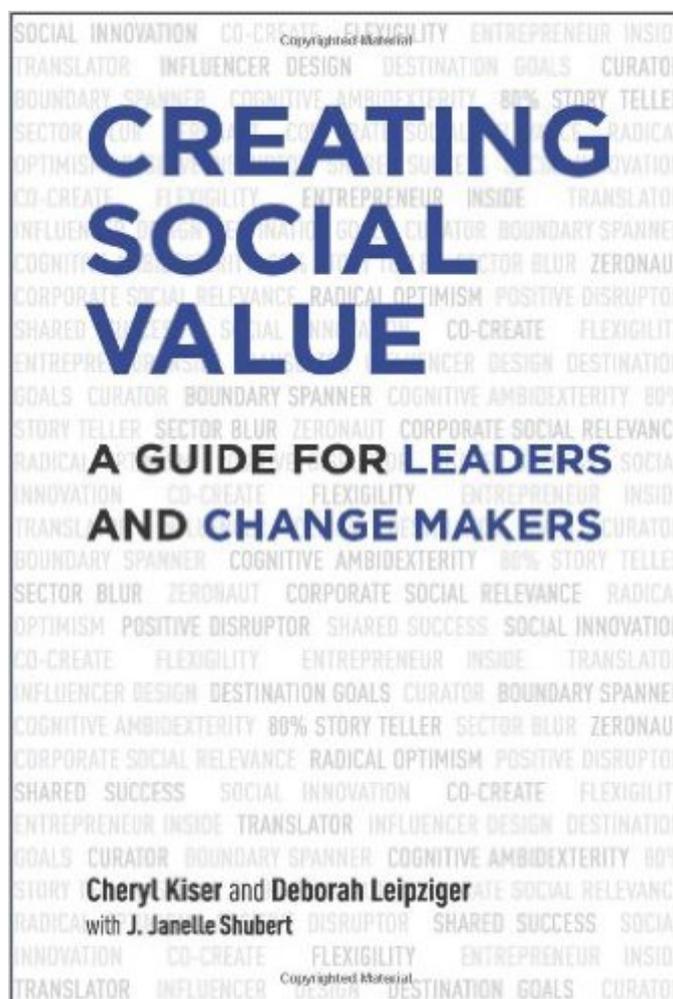


The book was found

Creating Social Value: A Guide For Leaders And Change Makers



Synopsis

* The first textbook to focus on social value creation* Includes case studies on new types of leaders who can drive both social value creation and financial profits simultaneously* Introduces a new lexicon for creating social value in organizations* A distillation of key work from Babson College's Social Innovation Lab

Social value creation is a journey and each company charts its own path through uncertain and complex terrain. The entrepreneurial leaders profiled in this book are trail-blazers in this new business landscape using both strategy and innovation to generate profits and social value simultaneously. *Creating Social Value* focuses on the motivations and preoccupations of entrepreneurial leaders as they look to activate change within their companies, in their sectors, value chains and even through co-creating partnerships with their competitors. Such change requires fundamentally new styles of leadership and business design where companies seek to be generative rather than extractive. This book is also the story of the emergence of new language. As the authors worked with social entre- and intrapreneurs, they began to hear the building blocks of a new lexicon with the power to inspire and positively influence the culture of an organization. Many of the leaders included in this book have driven change by harnessing the power of language to transform the direction their company is taking. For example, Campbell's have created destination goals to describe the long-term vision of the company to nourish its customers, employees and neighbors. Roshan has worked on nation building, creating physical infrastructure in Afghanistan, a country decimated by war. UPS has worked to understand its impact on the planet, and Ford is working with Toyota to co-create technologies to combat climate change. This book sets out a manifesto for Social Value Creation, defining it as a strategy that combines a unique set of corporate assets (including innovation capacities, marketing skills, managerial acumen, employee engagement, scale) in collaboration with the assets of other sectors and firms to co-create breakthrough solutions to complex economic, social and environmental issues that impact the sustainability of both business and society.

Book Information

Paperback: 160 pages

Publisher: Greenleaf (March 21, 2014)

Language: English

ISBN-10: 1906093997

ISBN-13: 978-1906093990

Product Dimensions: 6.1 x 0.5 x 9.1 inches

Shipping Weight: 9.9 ounces (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #1,785,959 in Books (See Top 100 in Books) #518 in Books > Business & Money > Processes & Infrastructure > Green Business #693 in Books > Textbooks > Business & Finance > Business Ethics #1471 in Books > Textbooks > Business & Finance > Entrepreneurship

[Download to continue reading...](#)

Creating Social Value: A Guide for Leaders and Change Makers Social Media: Master, Manipulate, and Dominate Social Media Marketing With Facebook, Twitter, YouTube, Instagram and LinkedIn (Social Media, Social Media ... Twitter, Youtube, Instagram, Pinterest) Social Security & Medicare Facts 2016: Social Security Coverage, Maximization Strategies for Social Security Benefits, Medicare/Medicaid, Social Security Taxes, Retirement & Disability, Ser Social Media: Master Strategies For Social Media Marketing - Facebook, Instagram, Twitter, YouTube & LinkedIn (Social Media, Social Media Marketing, Facebook, ... Instagram, Internet Marketing Book 3) Global Impact Makers: Featuring Industry Thought Leaders, Sharing Problem Solving Insights, to Help Grow Your Business and Live the Life You Love Value-Based Pricing: Drive Sales and Boost Your Bottom Line by Creating, Communicating and Capturing Customer Value Academic Leadership and Governance of Higher Education: A Guide for Trustees, Leaders, and Aspiring Leaders of Two- and Four-Year Institutions How to Build Network Marketing Leaders Volume Two: Activities and Lessons for MLM Leaders Social Media Analytics: Techniques and Insights for Extracting Business Value Out of Social Media (IBM Press) Change the Culture, Change the Game: The Breakthrough Strategy for Energizing Your Organization and Creating Accountability for Results Be the Change! Change the World. Change Yourself. Ty Plush Animals: Collector's Value Guide: Secondary Market Price Guide and Collector Handbook (Collector's Value Guide Ty Plush Animals) Social Intelligence: A Practical Guide to Social Intelligence: Communication Skills - Social Skills - Communication Theory - Emotional Intelligence - The Dragonfly Effect: Quick, Effective, and Powerful Ways To Use Social Media to Drive Social Change The Politics of Medicare: Second Edition (Social Institutions and Social Change) The Lean Turnaround: How Business Leaders Use Lean Principles to Create Value and Transform Their Company The New Social Story Book, Revised and Expanded 15th Anniversary Edition: Over 150 Social Stories that Teach Everyday Social Skills to Children and Adults with Autism and their Peers Social Insurance and Social Justice: Social Security, Medicare and the Campaign Against Entitlements Lean Six Sigma: Value Stream Mapping: Simplified Beginner's Guide to Eliminating Waste and Adding Value with Lean (Lean, Six Sigma, Quick Start

Beginner's Guide, Quality Control) The Social Work Experience: An Introduction to Social Work and Social Welfare (6th Edition) (Connecting Core Competencies)

[Dmca](#)