

Creating Shared Value Harvard Business Review

Der Jahresbericht des OECD-Entwicklungsausschusses (DAC) ist das einschlägige Referenzdokument für Statistiken und Analysen zu den jüngsten Trends in der internationalen Entwicklungszusammenarbeit.

Das Standardwerk der Management-Literatur zu Corporate Social Responsibility (CSR) bietet einen breiten Überblick über das Verhältnis zwischen Unternehmen und Gesellschaft: 67 ausgewiesene Autoren aus dem gesamten deutschsprachigen Raum zeigen in 50 Beiträgen das ganze Spektrum verantwortungsvoller Unternehmensführung auf. Der Band verbindet Insiderwissen mit wissenschaftlicher Expertise und liefert Führungskräften innovative Ansätze, um konsistente CSR-Strategien in Unternehmen zu entwickeln und dabei gezielt Wettbewerbsvorteile zu generieren.

Als Unternehmer*innen sind wir stetig unterwegs. Wir entwickeln Ideen und setzen diese um. Wir verfolgen Ziele, passen uns Entwicklungen an, reagieren auf äussere Einflüsse und Gegebenheiten, tragen Verantwortung, arbeiten in unterschiedlichsten Teamkonstellationen, treffen Entscheidungen, scheitern, reüssieren, lernen und entwickeln uns weiter. Alle reden davon, viele fühlen sich genötigt, andere schreiten voller Entdeckerdrang und Lust voran. Für etliche ist es ein ferner Ort, der wenig verheissungsvoll wirkt, während er für manche schon nach wenigen Schritten beginnt und wie Alices Wunderland bunt und reizvoll erscheint. Das sagenhafte Digitalien. Doch was, wenn Digitalien keine weit in der Ferne liegende Feriendestination ist? Was, wenn wir alle – ob wir wollen oder nicht – uns längst auf dem Weg befinden? Und was, wenn Digitalien kein Ort ist, sondern vielmehr einer Haltung gleichkommt? Wir sind davon überzeugt: Es gibt keine fixe Packliste, kein bestmögliches Transportmittel, keine direkte Reiseroute und keine Rundum-Sorglos-Pauschalangebote, die uns «digital» werden lassen. Es gibt bereits viele Reisende, die spannende Wege gegangen sind, jede Menge Eindrücke und Erfahrungen gesammelt haben und sich bereits einleben in Digitalien. Reisende, die über diesen Prozess berichten, ihr neues Wissen teilen und ihre Erlebnisse und Erkenntnisse verfügbar machen. In diesem Buch kommen Unternehmer*innen zu Wort, die sich bereits nach Digitalien aufgemacht haben und «Digital» als Mindset verstehen, ohne dabei der Versuchung zu erliegen, in eindimensionalen technischen Lösungen zu denken. Sie haben in den letzten Jahren unterschiedlichste digitale Routen erkundet und ausprobiert. Deshalb können sie von passenden und unpassenden Transportmitteln berichten und Einblick in unternehmerische, kulturelle und planerische Erkenntnisse und Erfahrungen geben, die anderen digitalen Weggefährten als inspirierender Reiseführer dienen mögen.

In diesem Band werden neben Impulsen aus der aktuellen wissenschaftlichen Diskussion die Besonderheiten mittelständischer als auch großer Familienunternehmen in Hinblick auf ihre gesellschaftliche Verantwortung anschaulich vorgestellt. Familienunternehmen sind in vielen Ländern eine tragende Säule für Wachstum und Beschäftigung. Der Strukturwandel in vielen Branchen und die technologischen Entwicklungen (Stichwort Industrie 4.0) stellen aktuell große Herausforderungen für diese Unternehmen dar. Die gesellschaftliche Verantwortung hat bei vielen Familienunternehmen eine lange Tradition und oftmals sind Familienunternehmen Pioniere des nachhaltigen Wirtschaftens in ihrer Region. So werden beispielsweise in den Bereichen Innovation, Bildungsförderung, soziales Engagement und Ökologie von Familienunternehmen wesentliche Beiträge für die dynamische Entwicklung von Regionen gesetzt. Die in diesem Buch vorgestellten Beiträge beschreiben anhand zahlreicher konkreter Praxisbeispiele, dass eine intensive Interaktion mit den Stakeholdern – geprägt durch Vertrauen – zu langfristigen Beziehungen und Partnerschaften führt und damit einen oft unterschätzten Wettbewerbsvorteil für familiengeführte Unternehmen darstellt. Sie verdeutlichen, dass die langfristige Orientierung und die Verbindung von Ethik und Unternehmenserfolg daher häufig einen erlebbaren Unterschied in einem zunehmend volatilen Umfeld möglich machen.

Creating Lasting Value

Creating Shared Value

Cases on Corporate Social Responsibility and Contemporary Issues in Organizations

Market Entry, Competitive Strategy, and the Promotion of Foreign Direct Investments

A Competency Framework

Social E-Enterprise: Value Creation through ICT

Inspiration und Anregungen für die unternehmerische Praxis

This book discusses the impact of information and communication technologies (ICTs) on organizations and on society as a whole. Specifically, it examines how such technologies improve our life and work, making them more inclusive through smart enterprises. The book focuses on how actors understand Industry 4.0 as well as the potential of ICTs to support organizational and societal activities, and how they adopt and adapt these technologies to achieve their goals.

Gathering papers from various areas of organizational strategy, such as new business models, competitive strategies and knowledge management, the book covers a number of topics, including how innovative technologies improve the life of the individuals, organizations, and societies; how social media can drive fundamental business changes, as their innovative nature allows for interactive communication between customers and businesses; and how developing countries can use these technologies in an innovative way. It also explores the impact of organizations on society through sustainable development and social responsibility, and how ICTs use social media networks in the process of value co-creation, addressing these issues from both private and public sector perspectives and on national and international levels, mainly in the context of technology innovations.

Corporate Social Responsibility: Definition, Core Issues and Recent Developments offers a well-structured and thorough introduction to corporate social responsibility (CSR). Author Brent D. Beal introduces the basic concept of CSR, briefly discusses the challenges of defining it, and summarizes important conceptual models. CSR is examined in the context of the perfect competition market model, market failure, and social dilemmas. Three different types of CSR—systemic, strategic, and philanthropic—are highlighted. Finally, arguments both for and against CSR are outlined and several conceptual frames are proposed. Readers are encouraged to think about what businesses should be responsible for in society and how a society's economic system should be structured, bounded, and ultimately, controlled. This text is appropriate for any business course in which the introduction of CSR would complement other course content.

Responsible behaviors in the realm of business continue to remain a crucial component of organizational development. By exploring core aspects of contemporary corporate strategies, businesses can create more value in social welfare initiatives. CSR 2.0 and the New Era of Corporate Citizenship is an authoritative reference source for the latest scholarly research on the ways in which corporate entities can implement responsible strategies and create synergistic value for both businesses and society. Featuring extensive coverage across a range of relevant perspectives and topics, such as corporate citizenship, stakeholder engagement, and business ethics, this publication is ideally designed for students, academics and researchers seeking current concise and authoritative research on the business case for corporate social responsibility.

This book brings together leading scholars in the field of stakeholder management to bring to light new and cutting edge perspectives on this important field. It is intended as a resource for both emerging and established scholars to create innovative advances in stakeholder management.

Handbook of Research on Business Models in Modern Competitive Scenarios

ICT for an Inclusive World

Grundlagen und Instrumente zur praktischen Umsetzung

Impacts of Nestlé in Moga, India

Grundlagen – Innovative Ansätze – Praktische Umsetzungen

How to Lead, Manage and Market Your Stakeholder Value

Corporate Social Responsibility

Nestlé's Moga factory was set up in 1961 and comprises of the primary milk collection area for Nestlé's operations. Since its inception in Moga, Nestlé has been working with its milk farmers and ancillary suppliers towards improving quality and productivity. The study presented in this book (carried out by the Third World Centre for Water Management, Mexico) highlights Nestlé's way of doing business through its philosophy of Creating Shared Value (CSV) and how it contributed to the development of the region over the past 50 years through direct and indirect employment, steady income for milk and other suppliers, and technology transfer. The main objective of the study is to learn to what extent has Nestlé contributed to fulfilling the societal aspirations and expectations of the people working in and around its factory in terms of employment generation, poverty alleviation, general improvements in the community's standards of living and environmental conservation. The study also tried to determine to what extent has the company created shared value for itself, milk farmers, ancillary firms, and the community at large. This effort aims at encouraging more research to be carried out to comprehensively and authoritatively look into the impacts private sector can have on and around the area where their factories are located and that way, contribute to our understanding of social-corporate-government interdependency. An important aspect of this pioneering monograph is the methodology that could be used to study how Corporate Social Responsibility (CSR) or Creating Shared Value (CSV) of a large multinational company can be properly monitored and objectively evaluated at a region-specific scale, especially as very few studies of this nature have been carried out anywhere in the world. This definitive book is further enriched by a foreword by Prof. Michael Porter of Harvard Business School and an epilogue by Peter Brabeck-Letmathe and Paul Bulcke, Chairman of the Board and CEO of Nestlé respectively.

Dieses einzigartige Nachschlagewerk vereint die bedeutendsten Strategie-Denker aus Europa, Asien und den USA mit ihren wichtigsten Ideen und Konzepten für erfolgreiches Business. Das Buch bietet einen fundierten und praxistauglichen Überblick von den Strategie-Klassikern bis zu den neuesten strategischen Denkansätzen und Handlungsempfehlungen weltweiter Experten aus Wissenschaft, Beratung und Unternehmenspraxis. Damit skizziert es ein kompaktes Gesamtbild der aktuellen internationalen Strategiediskussion. Diese 3. Auflage beinhaltet zudem einen umfassenden, direkt einsetzbaren "Strategie-Check", der den Fokus auf die strategischen Kernfragen legt, die zur Gestaltung der Unternehmenszukunft relevant sind. "Praktisch, kompakt und übersichtlich." Handelsblatt "Eine Guided Tour durch die bunte Welt der Strategien." Acquisa

Mit diesem Buch geben die Herausgeber einen umfassenden Überblick zur Nutzung von Informations- und Kommunikationstechnologien in Städten und urbanen Gebieten, um den sozialen und ökologischen Lebensraum nachhaltig zu entwickeln. Unter dem Begriff „Smart City“ werden entsprechende Initiativen zusammengefasst. Dazu zählen Projekte zur Verbesserung der Mobilität, Nutzung intelligenter Systeme für Wasser- und Energieversorgung, Förderung sozialer Netzwerke, Erweiterung politischer Partizipation, Ausbau von Entrepreneurship, Schutz der Umwelt sowie Erhöhung von Sicherheit und Lebensqualität. Das Herausgeberwerk widmet sich der Vielfalt dieser webbasierten Entwicklungen für urbane Räume und zeigt erste

Erfahrungen aus Pionierprojekten. Das Werk richtet sich an Stadtentwickler, Politiker und Citoyen sowie Wirtschaftsinformatiker. Es hilft dem Leser, Einsatzgebiete im öffentlichen Lebensraum zu erkennen und Lösungsansätze zu bewerten.

CSR for Purpose, Shared Value and Deep Transformation focuses on a new type of CSR, which includes entrepreneurial innovation, sustainable goals and shared and integrated value in a systems-oriented approach for deep transformation. All topics are backed by case studies, academic literature and future research opportunities.

Der Reichtum der Dritten Welt

Mutual, Cooperative and Employee-Owned Businesses in the Asia Pacific

Innovation and Entrepreneurship

Förderung der Entwicklung von Sozialunternehmen Kompendium Guter Praxis

Die Rolle des Qualitäts- und Changemanagers

CSR 2.0 and the New Era of Corporate Citizenship

The New Responsibility

This book presents a new model, the competency framework, for students, innovators, entrepreneurs, managers, and anyone who wants to better understand the dynamic world of innovation and entrepreneurship. Focused on both the individual and strategic organization, this book is about people and the competencies each person needs to learn to be successful in creating a more dynamic future. Brueggemann's framework for innovation and entrepreneurship competencies empowers individuals to excel at innovation and value creation. It provides a practical guide and clear and concise understanding of the knowledge, skills, attitudes, and experiences needed to increase imagination, creativity, innovation and new venture creation capability. Innovation and Entrepreneurship will be at the center of students of entrepreneurship, innovation, management and cross-disciplinary classes, such as design thinking. Presented in a practical format, Innovation & Entrepreneurship informs the future direction of people and technology, as well as the educational systems preparing the next generation of innovators and entrepreneurs. Based on extensive academic research, this book is organized into two sections: foundational elements and twelve competency categories. The elements are the foundation and the competency categories are the building blocks of our path toward a more precise understanding of how innovation and entrepreneurship plays an important role in economic development in our daily lives.

Sozialunternehmen sind langfristige Förderer von integrativem Wachstum und der Demokratisierung von wirtschaftlichen und gesellschaftlichen Bereichen. Zudem haben sie sich unter schwierigen wirtschaftlichen Bedingungen als robust erwiesen. Zur Förderung von Sozialunternehmen ...

Dieses Buch zeigt, wie Nachhaltigkeit in Geschäftsstrategien übertragen und erfolgreich umgesetzt werden kann. Es macht deutlich, dass die Relevanz gesellschaftliche Anforderungen für die Wettbewerbsvorteile von morgen haben. Nachhaltiges strategisches Management ist die Symbiose von wirtschaftlicher, ökologischer und sozialer Wertschöpfung an. Hierbei geht es weniger um moralisch-ethische Ansprüche, sondern um das Identifizieren und Ergreifen von unternehmerischen Chancen. Ob Shared Value, Social Innovation oder Sustainable Business, im Kern haben alle diese neueren betriebswirtschaftlichen Konzepte eine Schlüsselbotschaft: Ein Unternehmen kann seine Wettbewerbsfähigkeit verbessern und langfristig wirtschaftlich erfolgreich sein, indem es mit seinem Kerngeschäft systematisch die Gesellschaft tut. Das Buch liefert hierzu Anknüpfungspunkte für Strategieinhalte und Strategieprozesse, zeigt aber auch Fallstricke und Paradoxien auf. Es regt die wissenschaftliche Diskussion an und gibt Unternehmen vielseitige, praxisrelevante und zukunftsorientierte Anregungen für ihre Strategiearbeit.

Business retains a large influence over the progression of society. Thus, shared goals among corporations could lead to a large impact on the resilience of social and economic expansions. Value Sharing for Sustainable and Inclusive Development is a critical resource that explores the opportunities through which businesses can contribute to sustainable and inclusive development. Covering a broad range of topics such as the value sharing model, corporate social responsibility, and multi-sided markets, this book is a must-read for students, researchers, policy makers, and students seeking current research on the importance of collaborative efforts of businesses and entities to achieve functional progression.

Entwicklungszusammenarbeit Bericht 2012 Nachhaltigkeit und Entwicklung verbinden

Handbuch Controlling der Kommunikation

Verantwortungsvolle Unternehmensführung in Theorie und Praxis

Marketing Strategy and Competitive Positioning, 7th Edition

CSR for Purpose, Shared Value and Deep Transformation

Social Entrepreneurship: Concepts, Methodologies, Tools, and Applications

Stakeholder Management

The consequences of a primary focus on shareholders over the last few decades has emphasized that a new model of value creation is necessary. Today's economy demands organizations that create value, not only for shareholders but also for customers, employees, leaders and society. Businesses that face up to this challenge by focusing on all the stakeholders involved will be far more successful in the long term than those driven purely by seeking to deliver the maximum return on shareholder investment. Creating Lasting Value shows readers how to achieve lasting results by channeling efforts into three key areas. It demonstrates how to lead the value, manage the value, and market the value. The successful organizations of the future will be those that can put these principles into practice: this book shows you how.

If you want to create products and services that provide real value, you should first identify touchpoints--areas where business and customer needs intersect. This practical book shows you how. Using various mapping techniques from UX design, you'll learn how to turn customer observations into actionable insight for product design. Author Jim Kalbach, Principal UX Designer with Citrix, introduces you to the principles behind alignment diagrams--a class of deliverable also known as experience mapping--using several examples. You'll learn how to visually map your existing customer experience, based on user research, and demonstrate how and where customer perspectives intersect with business goals. Using alignment diagrams, you'll not only be able to orchestrate business-customer touchpoints, but also gain stakeholder support for a product or service that provides value to both your business and your customers. This book is ideal for product managers, marketers, customer experience professionals, and designers.

Unternehmer und Geschäftsführer mittelständischer Unternehmen werden zunehmend mit Fragen zu ethisch-moralischen Grundsätzen, Corporate Social Responsibility und Nachhaltigkeit konfrontiert. Wie sieht ein ethisch korrektes Unternehmen aus? Wie geht man gerecht und zukunftsorientiert mit seinen Mitarbeiter um? Wo ist die Grenze zwischen ehrlichem Marketing und „greenwashing“? Ist der ehrbare Kaufmann auch heute noch ein Leitbild? Dies sind nur wenige der Überlegungen, die täglich aufkommen. Dieses Buch gibt einen Überblick

über die Grundsätzlichkeiten des ethischen Handelns und zeigt, wie die unterschiedlichsten Unternehmensbereiche von ethischen Grundsätzen tangiert werden. In Beispielen stellen die Autoren den Bezug zur Praxis in mittelständischen Unternehmen her und geben Methoden und Instrumente zur Impementierung an die Hand. Studierende erhalten einen umfassenden Einblick in das Thema Ethik im Mittelstand. As the importance of the social sector has increased in recent years, utilizing social enterprise aids in the development of knowledge, research, and practices in order to achieve an organizations goals. Therefore, an understanding of ICT implementation in regards to social enterprise is crucial for effectiveness. Social E-Enterprise: Value Creation through ICT provides research on the understanding of ICT in the social enterprise field as it emerges as a major component of both business model and developed economy. This reference source focuses on the role of information communication technology as it promotes the development of the social sector.

Entrepreneurship: Concepts, Methodologies, Tools, and Applications

240 Konzepte der weltbesten Vordenker

A Complete Guide to Creating Value Through Journeys, Blueprints, and Diagrams

An Executive Education Case and Textbook

Wie Sie Ihr Unternehmen in acht Schritten erfolgreich verändern

Emerging Business Opportunities in Africa: Market Entry, Competitive Strategy, and the Promotion of Foreign Direct Investments

CSR und Organisationsentwicklung

Business models are regarded as a main emerging topic in the management area for opportune science-driven practical conceptions and applications. They represent how organizations are proposed and planned, as well as how they establish a market and social relations, manage strategic resources, and make decisions. However, companies must produce new solutions for strategic sustainability, performance measurement, and overall managerial conditions for these business models to be implemented effectively. The Handbook of Research on Business Models in Modern Competitive Scenarios depicts how business models contribute to strategic competition in this new era of technological and social changes as well as how they are conceptualized, studied, designed, implemented, and in the end, how they can be improved. Featuring research on topics such as creating shared value, global scenarios, and organizational intelligence, this book provides pivotal information for scientific researchers, business decision makers, strategic planners, consultants, managers, and academicians.

Dieses Buch verbindet bestehende Konzepte, innovative Managementansätze und Best Practices aus der Unternehmensrealität und zeigt wie CSR als strategischer Ansatz in der Organisationsentwicklung (OE) genutzt werden kann. Fragen nach der Resilienz, der gesellschaftlichen Verantwortung sowie der nachhaltigen Entwicklung einer Organisation stehen im Mittelpunkt der organisationstheoretischen Diskussion. Ressourcenknappheit, Klimawandel, Demografie und Finanzkrise stellen Unternehmen nicht nur vor große Herausforderungen, sondern sind zugleich eine unternehmerische Chance, das eigene Geschäftsmodell neu zu denken bzw. weiterzuentwickeln. Damit lädt dieser Band ein, aktuelle gesellschaftliche Herausforderungen durch nachhaltige Organisationsentwicklung zu lösen.

In diesem Buch erfolgt eine fundierte Auseinandersetzung mit der Fragestellung wie die Corporate Social Responsibility (CSR)-Strategie bzw. -Ziele zu einer Verbesserung der Innovationsleistung von Unternehmen (Großunternehmen, KMU, Familienunternehmen) führen kann. Welche CSR-Aktivitäten sich dabei als besonders innovationsfördernd erweisen wird in dieser Publikation dargestellt. Dabei werden sowohl Produkt- als auch Dienstleistungs- und Geschäftsmodellinnovationen zur Erschließung neuer Märkte und der Steigerung der Wettbewerbsfähigkeit aufgezeigt. Weiters werden die damit in Verbindung stehenden organisatorischen und Managementinnovationen behandelt. Der erste Teil behandelt die Zugänge unterschiedlicher Wissenschaftler zu der Themenstellung und der zweite Teil umfasst zahlreiche Fallstudien von Unternehmen - Allianz, BASF, gugler, Henkel, ÖkoBusinessPlan Wien/VBV, Palfinger, SAP, Saubermacher, Volkswagen welche bereits konkrete CSR-getriebene inkrementelle und radikale Innovationen umgesetzt haben.

This book argues that inequality is not just about numbers, but is also about lived, historical experience. It supplements economic research and offers a comprehensive stocktaking of existing thinking on global inequality and its historical development. The book is interdisciplinary, drawing upon regional and national perspectives from around the world while seeking to capture the multidimensionality and multi-causality of global inequalities. Grappling with what economics offers - as well as its blind spots - the study focuses on some of today's most relevant and pressing themes: discrimination and human rights, defences and critiques of inequality in history, decolonization, international organizations, gender theory, the history of quantification of inequality and the history of economic thought. The historical case studies featured respond to the need for wider historical research and to calls to examine global inequality in a more holistic manner. The Introduction 'Chapter 1 Histories of Global Inequality: Introduction' is open access under a CC BY 4.0 license via link.springer.com.

Concepts, Methodologies, Tools, and Applications

Erfolg in Digitalien

Handbuch der Strategien

Was Top-Unternehmen anders machen

Place-based Value Creation in Sustainability Transitions

Diversity, Resilience and Sustainable Growth

Definition, Core Issues, and Recent Developments

Das notwendige, wissenschaftlich fundierte Know-how zum Design einer erfolgreichen Kommunikation. Aufbauend auf dem verhaltenswissenschaftlichen Marketingansatz vermitteln führende Kommunikationsexperten konkrete und praxisrelevante Handlungsempfehlungen zur Konzeption, Umsetzung und Kontrolle der Kommunikation mit verschiedenen Adressaten sowie in unterschiedlichen Branchen.

Alles Gute kommt von oben Warum gelingt es einigen Unternehmen immer wieder, überdurchschnittliche Erfolge zu erzielen, während andere unter Druck geraten? Die Ergebnisse eines großen internationalen Strategieforschungsprojekts, an dem über 1.300 Führungskräfte aus acht

Ländern teilnahmen, sind eindeutig: Einstellungen, Werte, Denkhaltungen und Verhaltensweisen des Top-Managements bilden die Grundlage für nachhaltigen Erfolg. Dieses Buch zeigt, wie herausragende Resultate möglich werden.

This collection highlights the most important ideas and concepts from Michael E. Porter, recognized worldwide as the leading thinker on strategy. Porter heads The Institute for Strategy and Competitiveness based at Harvard Business School and is the foremost authority on competitive strategy for business, as well as on the competitiveness and economic development of nations, states, and regions. Business readers will recognize Porter's seminal book, *On Competition*, as a classic in the field. This set, curated by Harvard Business Review, includes the full digital edition of the updated and expanded edition of *On Competition*—a must-have for anyone interested in or studying the topic of strategy and for those developing strategy for their own organizations. The collection also includes the digital edition of the popular *Understanding Michael Porter: The Essential Guide to Competition and Strategy*, which offers a concise, accessible summary of Porter's revolutionary thinking and was written with Porter's full cooperation by Joan Magretta, his former editor at Harvard Business Review. Finally, the set features the newer foundational article "Creating Shared Value," which was published in Harvard Business Review in 2011 to great fanfare and global accolades. This must-have collection is for anyone serious about business, strategy, and competitiveness.

The 25 years leading up to the international financial crisis have been depicted as 'capitalism unleashed', containing deregulation, privatisation, demutualisation and financialisation. Yet remarkably, given this economic and political context, co-operatives and mutuals appear to have been gaining ground in many countries, albeit modestly, even before the international financial crisis and the resulting global recession, from which the global economy is still only slowly recovering. The 2007-2008 international financial crisis called into question how appropriate the shareholder-owned model is, certainly if it is allowed to dominate the financial services sector. However the International Co-operative Alliance is determined to make the mutual and co-operative sector of the economy a dynamic, sustainable and increasingly important sector of the global economy. This book looks at the contribution of co-operative, mutual and employee-owned firms to the Asia Pacific economy - both currently and prospectively - and the challenges the standard 'Western' model faces regarding employment and output. It also looks at the role of Governments, the nature of co-operatives in China and the role of the state, and the future prospects for cross-border growth of co-operative and mutual business within Asia Pacific, and more widely. This book was originally published as a Special Issue of Asia Pacific Business Review.

**Mit Strategie, Innovation und Leadership zum nachhaltigen Erfolg
Value Creation through ICT**

Leading Change

Value Sharing for Sustainable and Inclusive Development

How to Reinvent Capitalism - and Unleash a Wave of Innovation and Growth

New Perspectives

Gesellschaftliche Verantwortung im Spannungsfeld von Tradition und Innovation

Do you have the right strategy to lead your company into the future? Get more of the management ideas you want, from the authors you trust, with HBR's 10 Must Reads on Strategy (Vol. 2).

We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you combat new competitors and define the best strategy for your company. With insights from leading experts including Michael E. Porter, A.G. Lafley, and Clayton M. Christensen, this book will inspire you to: Choose a strategy that meets the demands of your competitive environment Identify the signals of disruption and take steps to avoid it Understand lean methodology and how it is changing business Transform your products and services into platforms Instill your strategy with creativity and purpose Generate value for your company, while also contributing to society This collection of articles includes "Your Strategy Needs a Strategy," by Martin Reeves, Claire Love, and Philipp Tillmanns; "Transient Advantage," by Rita Gunther McGrath; "Bringing Science to the Art of Strategy," by A.G. Lafley, Roger L. Martin, Jan W. Rivkin, and Nicolaj Siggelkow; "Managing Risks: A New Framework," by Robert S. Kaplan and Anette Mikes; "Surviving Disruption," by Maxwell Wessel and Clayton M. Christensen; "The Great Repeatable Business Model," by Chris Zook and James Allen; "Pipelines, Platforms, and the New Rules of Strategy," by Marshall W. Van Alstyne, Geoffrey G. Parker, and Sangeet Paul Choudary; "Why the Lean Start-Up Changes Everything," by Steve Blank; "Strategy Needs Creativity," by Adam Brandenburger; "Put Purpose at the Core of Your Strategy," by Thomas W. Malnight, Ivy Buche, and Charles Dhanaraj; "Creating Shared Value," by Michael E. Porter and Mark R. Kramer.

The last decades witnessed a vigorous debate over the role of corporations in society. Interest in corporate social responsibility (CSR) has become intense as corporate stakeholders have called for higher performance and ethical standards from businesses, and many corporations have developed CSR programs to harvest the benefits resulting from such initiatives. CSR practices have become a crucial component of business strategy contributing to organizational success and sustainable competitiveness. Cases on Corporate Social Responsibility and Contemporary Issues in Organizations is an essential reference source that provides specific case studies that elaborate on the strategies and policies enacted by contemporary organizations to address

environmental and social issues, as well as economic and financial ones. Featuring research on topics such as sustainable development goals, CSR pillars, employee retention, gender equality, and social accountability, this book is ideally designed for business managers, researchers, practitioners, and students seeking coverage on innovative business practices enacted in multiple organizations/industries.

Marketing Strategy and Competitive Positioning 6e deals with the process of developing and implementing a marketing strategy. The book focuses on competitive positioning at the heart of marketing strategy and includes in-depth discussion of the processes used in marketing to achieve competitive advantage. The book is primarily about creating and sustaining superior performance in the marketplace. It focuses on the two central issues in marketing strategy formulation – the identification of target markets and the creation of a differential advantage. In doing that, it recognises the emergence of new potential target markets born of the recession and increased concern for climate change; and it examines ways in which firms can differentiate their offerings through the recognition of environmental and social concerns. The book is ideal for undergraduate and postgraduate students taking modules in Marketing Strategy, Marketing Management and Strategic Marketing Management.

Businesses are looking for methods to incorporate social entrepreneurship in order to generate a positive return to society. Social enterprises have the ability to improve societies through altruistic work to create sustainable work environments for future entrepreneurs and their communities. Social Entrepreneurship: Concepts, Methodologies, Tools, and Applications is a useful scholarly resource that examines the broad topic of social entrepreneurship by looking at relevant theoretical frameworks and fundamental terms. It also addresses the challenges and solutions social entrepreneurs face as they address their corporate social responsibility in an effort to redefine the goals of today's enterprises and enhance the potential for growth and change in every community. Highlighting a range of topics such as the social economy, corporate social responsibility, and competitive advantage, this multi-volume book is ideally designed for business professionals, entrepreneurs, start-up companies, academics, and graduate-level students in the fields of economics, business administration, sociology, education, politics, and international relations.

Histories of Global Inequality

HBR's 10 Must Reads on Strategy, Vol. 2 (with bonus article "Creating Shared Value" By Michael E. Porter and Mark R. Kramer)

CSR und Strategisches Management

Industry 4.0—Towards the Smart Enterprise

Managing Sustainable Business

Mapping Experiences

Kompodium Guter Praxis

John P. Kotter's wegweisendes Werk Leading Change erschien 1996 und z ä hlt heute zu den wichtigsten Managementbüchern überhaupt. Es wurde in zahlreiche Sprachen übersetzt und millionenfach verkauft. Der Druck auf Unternehmen, sich den permanent wandelnden internen und externen Einflüssen zu stellen, wird weiter zunehmen. Dabei geht es um einen professionellen Umgang mit Change-Prozessen zu den Wesensmerkmalen erfolgreicher Unternehmen im 21. Jahrhundert und zu den größten Herausforderungen in der Arbeit von Führungskräften. Einer der weltweit renommiertesten Experten auf diesem Gebiet hat basierend auf seinen Erfahrungen aus Forschung und Praxis einen visionären Text geschrieben, der zugleich inspirierend und gefüllt ist mit bedeutenden Implikationen für das Change-Management. Leading Change zeigt Ihnen, wie Sie Wandlungsprozesse in Unternehmen konsequent führen. Beginnend mit den Gründen, warum viele Unternehmen an Change-Prozessen scheitern, wird im Anschluss ein Acht-Stufen-Plan entwickelt, der Ihnen hilft, pragmatisch einen erfolgreichen Wandel zu gestalten. Wenn Sie wissen möchten, warum Ihre letzte Change-Initiative scheiterte, dann lesen Sie dieses Buch am besten gleich, sodass Ihr nächstes Projekt von Erfolg gekrönt wird. Ralf Dobelli, getabstract.com Leading Change is simply the best single work I have seen on strategy implementation. William C. Finnie, Editor-in-Chief Strategy & Leadership Leading Change ist ein weltweiter, zeitloser Bestseller. Werner Seidenschwarz, Seidenschwarz & Comp.

Continuous improvements in business environments and available resources have allowed more opportunities for people to pursue new ventures. This not only leads to higher success in new businesses, but it enhances the overall state of the global market. Entrepreneurship: Concepts, Methodologies, Tools, and Applications provides a comprehensive examination on the latest innovations and techniques to becoming a successful and sustainable entrepreneur. Including research-based studies on knowledge production, social entrepreneurship, and distribution, this multi-volume publication is an ideal source for practitioners, academicians, researchers and upper-level students interested in learning about entrepreneurship and seeking emerging perspectives on optimizing and enhancing entrepreneurial pursuits. This book offers 32 texts and case studies from across a wide range of business sectors around a managerial framework for Sustainable Business. The case studies are developed for and tested in executive education programmes at leading business schools. The book is based on the premise that the key for managing the sustainable business is finding the right balance over time between managing competitiveness and profitability AND managing the context of the business with its political, social and ecological risks and opportunities. In that way, a sustainable business is highly responsive to the demands and challenges from both markets and societies and managers embrace the complexity, ambivalence and uncertainty that goes along with this approach. The book presents a framework that facilitates the adoption of best business practice. This framework leads executives through a systematic approach of strategic analysis and business planning in risk management, issues management, stakeholder management, sustainable business development and strategic differentiation, business model innovation and developing dynamic capabilities. The approach helps broaden the understanding of what sustainable performance means, by protecting business value against sustainability risks and creating business value from sustainability opportunities.

This volume discusses how different geographical spaces can enhance or hinder the capacity of a variety of organizational settings to achieve economic value creation in the pursuit of sustainable regional development. In order to provide the most comprehensive picture of new sources of value creation for sustainable transitions, the book collects contributions that tackle this issue from a variety of perspectives, and adopts a systemic approach where macro, meso and micro-levels of analysis are intertwined in three sections. This multidisciplinary and interdisciplinary approach comes from scholars operating in the fields of planning, economic geography, social entrepreneurship and

organizational management. The first section of the book adopts a macro-level approach linking sustainability to the regional development theme, and addresses how organizations work between different social interests to produce outcomes not previously realized. The second section of the book focuses on the spatial dimensions of sustainable development, with particular clusters, industrial districts and regions considered as relevant units of analysis (meso-level analysis). The third section of the book is dedicated to a micro-level approach, illustrating how to drive social entrepreneurship activities, which are based upon sustainable business models centered in the creation of a shared value. The book is geared towards scholars working on sustainable development issues intersecting the disciplines of regional studies, economic geography and management, and will appeal to geographers and researchers in economic development, business innovation, and sustainability transitions.

Armut bekämpfen, Wohlstand fördern, Würde bewahren

Ethik im Mittelstand

CSR und Familienunternehmen

CSR und Innovationsmanagement

Nachhaltigkeit und Entwicklung verbinden

Creating Shared Value – Concepts, Experience, Criticism

Strategie, Governance und Projekte

Milliarden von Menschen in Armut besitzen zusammen genommen eine enorme Kaufkraft. Doch diese wird von der internationalen Wirtschaft bis dato missachtet. Ein schwerwiegender Fehler in den Augen von C.K. Prahalad. Der renommierte Wirtschaftswissenschaftler und erfolgreiche Unternehmer stellt in seinem Buch erprobte und getestete Geschäftsmodelle vor, mit denen die Armut bezwungen werden kann – und macht deutlich, wie westliche Unternehmen neue und profitable Wege beschreiten können. Prahalad zeigt in seinem Werk eine einmalige Win/Win-Situation auf, in der sowohl die Privatwirtschaft als auch die Entwicklungsländer gewinnen können. Prahalads Perspektiven eröffnen dem Leser einen vollkommen neuen Blickwinkel für die kontroverse Thematik der Globalisierung. – Eine Fülle an praktischen Beispielen und Geschäftsideen – Das Buch zur Globalisierungsdebatte – Die Ära eines neuen Kapitalismus beginnt – Business-Buch des Jahres in den USA

Despite its often mismanaged economy, Africa remains the third largest continent in land mass and population. It continues to offer unexploited business opportunities for entrepreneurs, global corporations, and institutions. **Emerging Business Opportunities in Africa: Market Entry, Competitive Strategy, and the Promotion of Foreign Direct Investments** presents the basic business modeling for developing appropriate strategies in exploiting these business opportunities in the emerging economy in Africa. This book offers insight into the challenges and successes aiming to encourage researchers and students of business in creating a value for doing business in Africa.

Over the last years, "Creating Shared Value" has become a much discussed concept in business practice as well as in management theory and especially in the context of corporate social responsibility. This book offers a contribution to the current academic discussions on the well-received article of Michael Porter and Marc Kramer in Harvard Business Review in 2011. In the light of the increasing references to the shared value concept, it develops a critical discussion on its fundamentals and its implications for the relationship between economy and society. By that, the book seeks to shed light on the understanding of the role and the nature of the firm in a globalized economy. The result is a collection of interdisciplinary academic reviews which offer interdisciplinary reflections on "Creating Shared Value" to illuminate theoretical, conceptual and practical challenges of the topic. Within the fields of Business Ethics, Theory of the Firm, Management and Philosophy, researcher, students and practitioners will be given a deeper insight on how to approach to the concept in a conceptual and philosophical way.

Wie man mit Nachhaltigkeit langfristig im Wettbewerb gewinnt

Strategy and Competition: The Porter Collection (3 Items)

Smart City

Gesellschaftliche Verantwortung als Innovationstreiber und Wettbewerbsvorteil

Rethinking Clusters