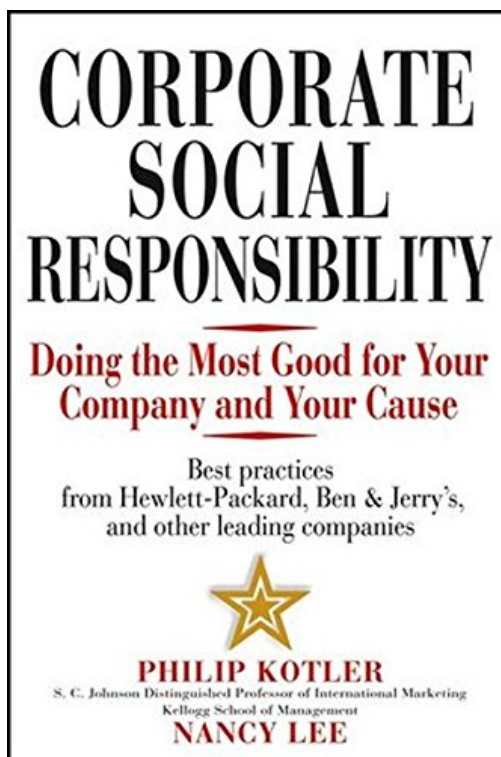


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# CORPORATE SOCIAL RESPONSIBILITY

**Doing the Most Good for Your  
Company and Your Cause**

Best practices  
from Hewlett-Packard, Ben & Jerry's,  
and other leading companies



**PHILIP KOTLER**

S. C. Johnson Distinguished Professor of International Marketing  
Kellogg School of Management

**NANCY LEE**

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From the title, we will additionally reveal you the topic related to define. When you really need this type of resource, why do not you take it currently? This publication will not only give you the understanding and lesson concerning the topic, from the words that are made use of, it define new fun point. This Corporate Social Responsibility: Doing The Most Good For Your Company And Your Cause By Philip Kotler, Nancy Lee will make you feel no fear to spend more time in reading.

## **Review**

"An excellent starting point..." (Long Range Planning, August 2006)

## **From the Inside Flap**

In today's world, it is no longer just acceptable that a corporation does well by doing good. It is expected. With increasing pressures to improve the bottom line as well as to be good corporate citizens, business leaders face tough decisions. What social issues should we support? What charities will make strong partners? What initiatives should we develop that will do the most good for the company as well as the cause? Do we just write a check, incorporate social messages in our advertising, encourage our employees to volunteer, or do we also alter our business practices? How do we integrate a new initiative into current strategies? How do we implement a successful program? How do we generate internal support and passion? How do we measure success? A bible for today's corporate citizens, Corporate Social Responsibility provides thoughtful answers to these vital questions and many more.

Philip Kotler, one of the world's foremost voices on business and marketing, and Nancy Lee, President of Social Marketing Services, Inc., provide best practices and cutting-edge ideas on the best ways and means for corporations to maximize corporate contributions to social issues and to know what good they did. Business leaders will learn how to align their business goals with cultural and social ones; choose social issues and charities to support; gain employee support; implement successful initiatives; and evaluate their efforts.

Offering more than just a theoretical perspective, this book includes the personal insight of some of the business world's most admired companies. Full of proven recommendations and real-world advice on social initiatives, it includes first-person stories from twenty-five business leaders from such successful and benevolent socially responsible companies as Ben & Jerry's, IBM, Washington Mutual, Johnson & Johnson, Microsoft, The Body Shop, Hewlett-Packard, and American Express. For those seeking funding from corporations such as these, a final chapter presents ten recommended strategies for success.

This insightful and practical book presents twenty-five best practices, assembled to guide decision-making in the area of corporate social responsibility. It is, in the end, intended to help maximize the return on

discretionary corporate investments, resulting in efforts that do the most social, environmental, and economic good.

From the Back Cover

Praise for CORPORATE SOCIAL RESPONSIBILITY

"This comprehensive perspective on corporate social responsibility answers tough questions about the value of social initiatives for companies, investors, employees, and customers."

—Sandra Taylor

Senior Vice President, Corporate Social Responsibility, Starbucks Coffee Company

"Brilliant . . . an important compilation of great work done by great companies. Corporate Social Responsibility examines the most innovative business practices and leaders of our time who are discovering the pathways that converge business and social agendas for the benefit of all stakeholders. Well done!"

—Maureen Conway

Vice President, Emerging Market Solutions, Hewlett-Packard

"Aligning with causes is no longer a 'nice to do,' but a 'have to do.' Corporate Social Responsibility is a must-read for marketers and managers desiring the most significant outcomes from their cause investments."

—Carol L. Cone

Chief Executive Officer, Cone, Inc.

"Corporate Social Responsibility is at once both visionary and practical, making the compelling case that corporate community engagement and maximizing profit and shareholder value are not mutually exclusive, but rather mutually reinforcing."

—Bill Shore

Founder and Executive Director, Share Our Strength

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