

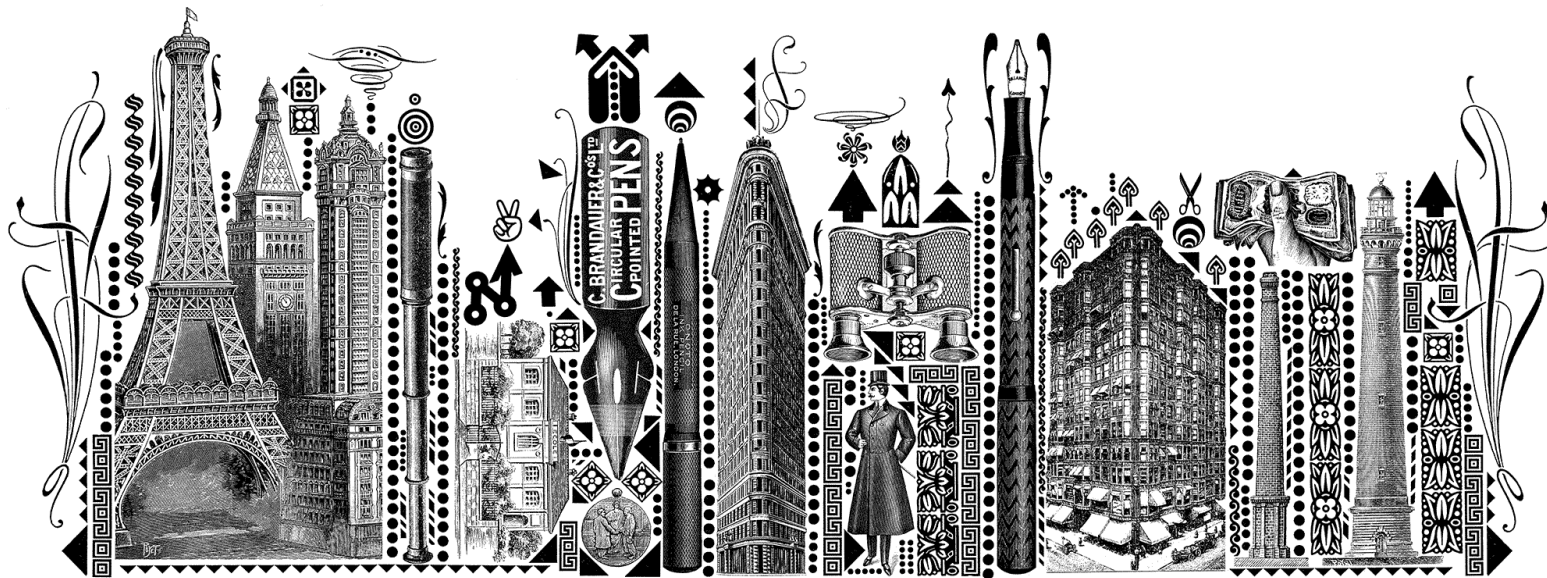


Corporate Social Responsibility

Creating Shared Value

How to reinvent capitalism—and unleash a wave of innovation and growth. by Michael E. Porter and Mark R. Kramer

From the Magazine (January–February 2011)



Summary. The capitalist system is under siege. In recent years business has been criticized as a cause of social, environmental, and economic problems. Companies are widely thought to be prospering at the expense of their communities. Trust in business has fallen to... [more](#)



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The capitalist system is under siege. In recent years business increasingly has been viewed as a major cause of social, environmental, and economic problems. Companies are widely perceived to be prospering at the expense of the broader community.

A version of this article appeared in the [January–February 2011](#) issue of *Harvard Business Review*.

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