



Value Based Business Planning: Practical Strategies for Non-Profit Sustainability (Paperback)

By Chris Wood

Createspace Independent Publishing Platform, United States, 2013. Paperback. Condition: New. Language: English. Brand new Book. We live in a value based society where money is the measure of success. However, money is just one way of assessing a business and there are other ways to be successful which are possibly more important. This book helps non-profit leaders to explore their organizations impact and financial sustainability from a different perspective. It is based on personal experience of creating and nurturing social businesses across five continents. This book looks at businesses in terms of the value they create and trade rather than focusing solely on money. Our economies are based on exchanges of money which is a proxy that represents value in terms of a commonly traded item. We will explore how value is created and exchanged which cannot or should not be converted to money and offers ways in which social businesses can operate more comfortably in line with their core beliefs and ethics. The value of what you do has a lot more relevance in many social businesses than hard cash, so the focus is on getting the value exchanges right. Of course money is important; it is what drives...



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