



Corporate Community Involvement: The Definitive Guide to Maximizing Your Business' Societal Engagement

By Nick Lakin, Veronica Scheubel

Greenleaf Publishing. Hardback. Book Condition: new. BRAND NEW, Corporate Community Involvement: The Definitive Guide to Maximizing Your Business' Societal Engagement, Nick Lakin, Veronica Scheubel, "We need to do Community Involvement better - we know we're spending millions each year on charitable causes; how can we find out what is really effective and what people will appreciate us for? Who should we partner with? How can we make a real difference in society and help our business?" Companies around the world are trying to answer these questions. Many are asking the same questions even as, collectively, they continue to spend billions on their communities. How do they know which activities are really worthwhile? Building on the authors' own extensive global experience at Nokia and E.ON, as well as the experience of many other experts in the field, this book offers the first-ever "how to" roadmap for managers on the comprehensive implementation of strategic Community Involvement inside their companies. It is designed to be practical - for those who want to act upon what they have read. It will fill a long-neglected niche as a day-to-day reference guide for practitioners. Corporate Community Involvement demonstrates what to do and how to do it....



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