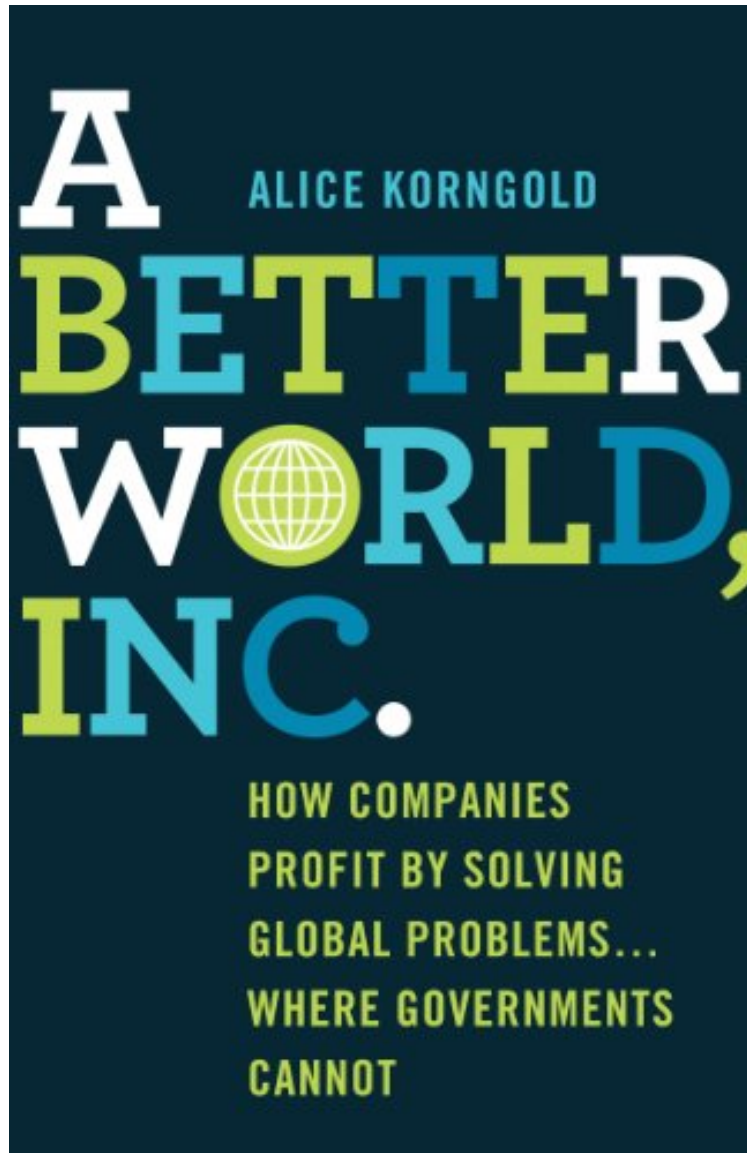


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A Better World, Inc.: How Companies Profit by Solving Global Problemshellip;Where Governments Cannot

Alice Korngold

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Alice Korngold : A Better World, Inc.: How Companies Profit by Solving Global Problemshellip;Where Governments Cannot before purchasing it in order to gage whether or not it would be worth my time, and all praised A Better World, Inc.: How Companies Profit by Solving Global Problemshellip;Where Governments Cannot:

1 of 1 people found the following review helpful. A "must read" for anybody who is interested in ldquo;creating a

By The ChanasA "must read" for anybody who is interested in creating "a better world"; and wants to get the facts and real world solutions to improve #education, #healthcare and help address #climatechange. The basic premise from @alicekorngold is that "only global corporations have what is necessary to truly create a better world"; and given the current geopolitical environment very credible. Encourage all business leaders to read this and challenge their organizations to look at what their peers / competitors are doing and asking how can they push their organizations to create a "better world";....Surjit Chana, Harvard Fellow1 of 1 people found the following review helpful. A must-read for anyone dedicated to conservation, social and humanitarian progress!By SaffronAlice Korngold's A Better World, Inc.; presents a cutting-edge, brave and extraordinarily well-developed case around her unflinching tenet: Only global corporations have the vast resources, international scope, global workforces, and incentives of the marketplace to truly bring about the changes that are necessary in order to achieve global peace and prosperity. As a traditionally trained ecologist, I want to buy a copy for every ecologist and conservation scientist I know as well as many of the activists and advocates among whom I work in DC and say, Withhold judgment and simply read the whole thing. Then, let's hear what you think.From my point of view, the conservation community is the most important audience for this book. The private sector will respond to market forces - if those forces are coming from a conservation point-of-view, so be it; the market will figure out how to respond. What we desperately need are more people who understand both that as well as conservation, so we can more effectively - and rapidly - change the private sector's calculations of what their own self-interests are and move forward with these solutions.A Better World, Inc. is thoroughly well-researched with a wealth of reference materials - I finally stopped circling the references with which I wanted to follow-up because it was just about all of them! Korngold provides a very clear presentation of facts used to make well-supported arguments. Perhaps her greatest contribution is the last chapter - a straightforward set of suggestions as to how more companies and more people who care about making a positive influence can go about it together.1 of 1 people found the following review helpful. Great read for those seeking to understand the impact of sustainabilityBy SeattleShopperI'm somewhat new to the sustainability field and this book was recommended to me. I wanted to read a book that allowed me to understand examples of companies that are leaders at incorporating sustainability and corporate social responsibility into their business strategies and how these efforts impacted business profits. The book is chock full of examples of partnerships with NGOs, strategies and tactics that were executed by a number of companies to achieve their sustainability goals. Furthermore, there's an in-depth look at some of the organizations that are helping to shape sustainability frameworks for companies. Just by reviewing the acknowledgements alone, you can see that Korngold turned to some inspiring sustainability leaders along with her own experience to pen her book. Korngold's book is a great read for anyone at any level who is looking for inspiring examples of companies, NGOs, and partnerships that are helping to shape the future.

In A Better World, Inc., Korngold shows companies and their executives how to profit by developing solutions to the world's most daunting challenges — those that governments cannot and have not addressed. Using case studies of various global companies from Nike to Pfizer to Vodafone and GlaxoSmithKline, A Better World, Inc. delineates best practices for corporations to maximize profits, decrease costs, and build the longer-term value of their companies by ensuring a more sustainable and humane world. In declaring that 'only global corporations have the resources, global reach, and self-interest to build a better world,' Korngold shows how to ensure that this is a mutually beneficial and equitable relationship for business and society. A Better World, Inc. provides a roadmap to success, including stakeholder engagement; partnerships among businesses, NGOs, and governments; measurement, accountability and reporting; and effective corporate governance. Korngold also discusses the most powerful drivers for companies to further intensify their innovations in solving global challenges: consumers, employees, and investors.

"A Better World, Inc. is a must read! Author Alice Korngold demonstrates how market forces provide incentives for global corporations to solve the world's most pressing economic, environmental, and social problems. It inspires business executives and board directors to grow their companies' value while building a better world." - Faisal Hoque, Founder of MiND2MiND Exchange, B2B ForeSights, and others, and author of Everything Connects "Through rich examples and a thorough analysis, A Better World, Inc. illustrates that it's not only possible for companies to do well while doing good, but it is increasingly essential." Kenneth B. Mehlman, Partner, KKR "A Better World, Inc. clearly demonstrates that a company and its investors all benefit when they are attentive to economic, environmental, and social factors. Korngold shows the power of market mechanisms in achieving a better world." George L. Majoros, Jr., President, Wasserstein Co., LP "Korngold's informative book shows how businesses can improve both short term and long term profitability by promoting economic development, environmental sustainability, good health and education. A Better World, Inc. is a compelling resource for business people, board members, policy makers, faculty and students." Michael Klausner, Nancy and Charles Munger Professor of Business and Professor of Law, Stanford Law School "Drawing on twenty years of consulting experience, Alice Korngold offers an array of concrete examples in which large corporations have worked to find and implement solutions to social, environmental, and economic challenges. A Better World, Inc. will find a place on the bookshelves of human rights activists and business strategists

alike, helping to bring these once divided worlds together." Anne-Marie Slaughter, President and CEO, New America Foundation, and Bert G. Kerstetter '66 University Professor Emerita of Politics and International Affairs, Princeton University "Korngold proves that businesses, not governments, are in the best position to innovate and solve the world's biggest social, environmental, and economic challenges. Through dozens of case studies, she demonstrates that in addition to making the world a better place, these practices can also result in an improved bottom line. A Better World, Inc. is an important read for CEOs, board members, and anyone who is driving overall strategy at a company, large or small." Fran Hauser, President, Digital - Time Inc. Style Entertainment Group "Korngold points out how sustainable business practices are key drivers of corporate vitality and value. A Better World, Inc. should be of value to anyone with an interest in international business matters, development, corporate social responsibility, and NGOs." Olufunmilayo B. Arewa, Professor of Law, University of California Irvine School of Law "Alice Korngold ignites a powerful debate on the role and responsibility of the private sector in alleviating the world's most pressing issues while on the path to profitability. She demonstrates the power of public-private partnerships and presents a compelling case for how corporations can uphold global citizenship and human development and lead the way to peace and prosperity through a healthy and sustainable ecosystem." Jyoti Chopra, Managing Director, Global Head of Diversity and Inclusion, BNY Mellon "A Better World, Inc. is a valuable resource for policy makers, NGOs, and business leaders looking to build partnerships to solve our world's most daunting problems. Let's hope these stories inspire even more." Gayle Tzemach Lemmon, Senior Fellow with the Council on Foreign Relations, and bestselling author of *The Dressmaker of Khair Khana* "A Better World, Inc. is a treasure chest of great examples of how business is turning challenges into opportunities." Georg Kell, Executive Director, UN Global Compact

About the Author Alice Korngold is President, Korngold Consulting LLC. Korngold has been consulting to global corporations on corporate social responsibility, facilitating corporate-nonprofit partnerships, and training and placing hundreds of business executives on NGO/nonprofit boards for 20+ years. She provides strategy and board governance consulting to NGO/nonprofit boards, including facilitating mergers, leadership succession planning, and board self-assessments. She consults in the US, Europe, Asia, the Middle East, and Latin America. Korngold is the author of *Leveraging Good Will: Strengthening Nonprofits by Engaging Businesses* (Jossey-Bass, a Wiley Imprint, 2005), as well as numerous chapters and articles in professional and academic publications. She blogs for *Fast Company*, *The Huffington Post*, and *The Guardian* on sustainability, corporate social responsibility, and corporate governance. She has a B.A. and M.S.Ed. from the University of Pennsylvania.