



Beyond The Bottom Line: Putting Social Responsibility To Work For Your Business And The World (A Touchstone book)

Joel Makower

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This is the first book to distill the best of the forward-looking ideas of socially responsible policies emerging from the corporate world. By following the suggestions detailed here, individuals can institute similar programs in their own companies—because it's the right choice to make, and the smart one.

Something new is happening in the business world. Determined to stay competitive in an era of downsizing, companies are making a surprising discovery: Practices that benefit employees, communities, and the environment aren't just good deeds—they're also good business. The leaders of this new business vision include household names like Honeywell, Stride Rite, Hasbro, Reebok, and Levi Strauss & Co. These and other American companies have discovered that in order to create and sustain economic opportunity and reap the rewards of a good reputation, they must put their policies where their principles are in such diverse areas as work and family life, community welfare, and ecology. Whether you run a company or just work for one, you'll find here abundant inspiration and examples of how businesses can safeguard the environment and improve the lot of their employees, their communities, and the world beyond while ensuring their own long-term profitability.

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