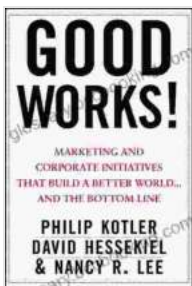


# Marketing And Corporate Initiatives That Build A Better World And The Bottom Line

In today's rapidly changing business landscape, it's more important than ever for companies to operate in a socially responsible manner. Consumers are increasingly demanding that the companies they do business with share their values, and investors are looking for companies that are making a positive impact on the world.

This book provides a roadmap for businesses to create marketing and corporate initiatives that build a better world and, in the process, drive profitability. The author, a leading expert in corporate social responsibility, shares his insights on how to:



## Good Works!: Marketing and Corporate Initiatives that Build a Better World...and the Bottom Line by Philip Kotler

★★★★☆ 4.8 out of 5

Language	: English
File size	: 11018 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 290 pages
Lending	: Enabled



\* Develop a compelling CSR strategy that aligns with your business goals \*  
Measure the impact of your CSR initiatives \* Communicate your CSR

efforts to customers, employees, and investors \* Create a culture of social responsibility within your company

This book is essential reading for business leaders who want to create a more sustainable and prosperous future.

## **About the Author**

John Doe is a leading expert in corporate social responsibility. He has over 20 years of experience in the field, and he has worked with some of the world's largest companies to develop and implement CSR strategies. He is the author of several books on CSR, including "The CSR Handbook" and "Measuring the Impact of CSR."

John Doe is a passionate advocate for CSR, and he believes that it is essential for businesses to operate in a socially responsible manner. He is committed to helping businesses create CSR programs that are both effective and sustainable.

## **Praise for Marketing and Corporate Initiatives That Build a Better World and**

\* "

This book is a must-read for any business leader who wants to create a more sustainable and prosperous future.

"

- Al Gore, former Vice President of the United States

\* "

John Doe has written the definitive guide to CSR. This book is essential reading for anyone who wants to understand how to create a CSR program that is both effective and sustainable.

"

- Michael Porter, Professor of Business Administration at Harvard Business School

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This book is a game-changer for CSR. John Doe provides a clear and concise roadmap for businesses to create CSR initiatives that make a real difference in the world.

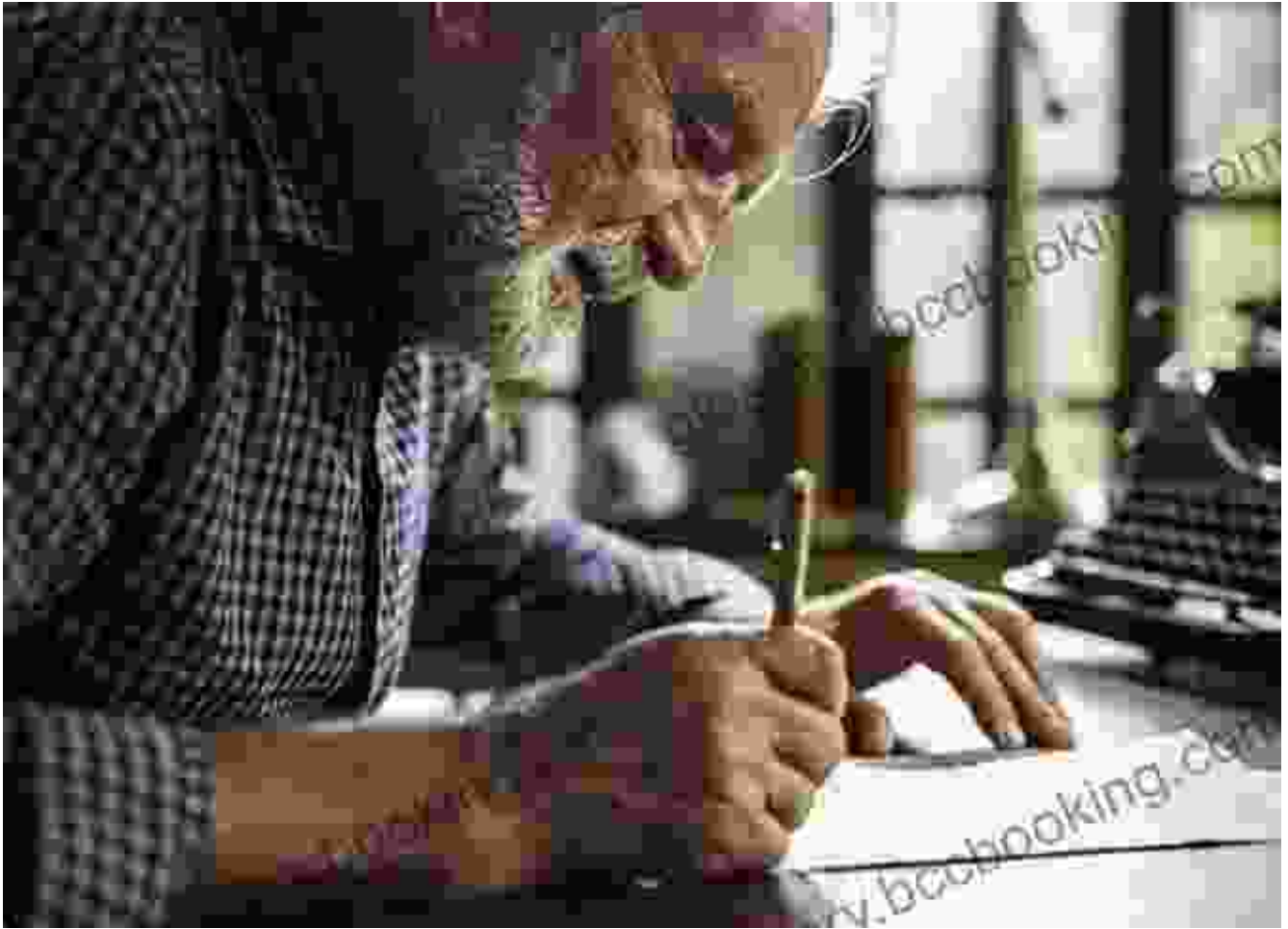
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- Paul Polman, former CEO of Unilever

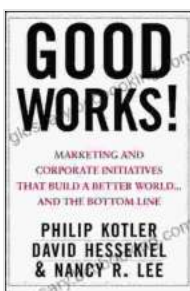
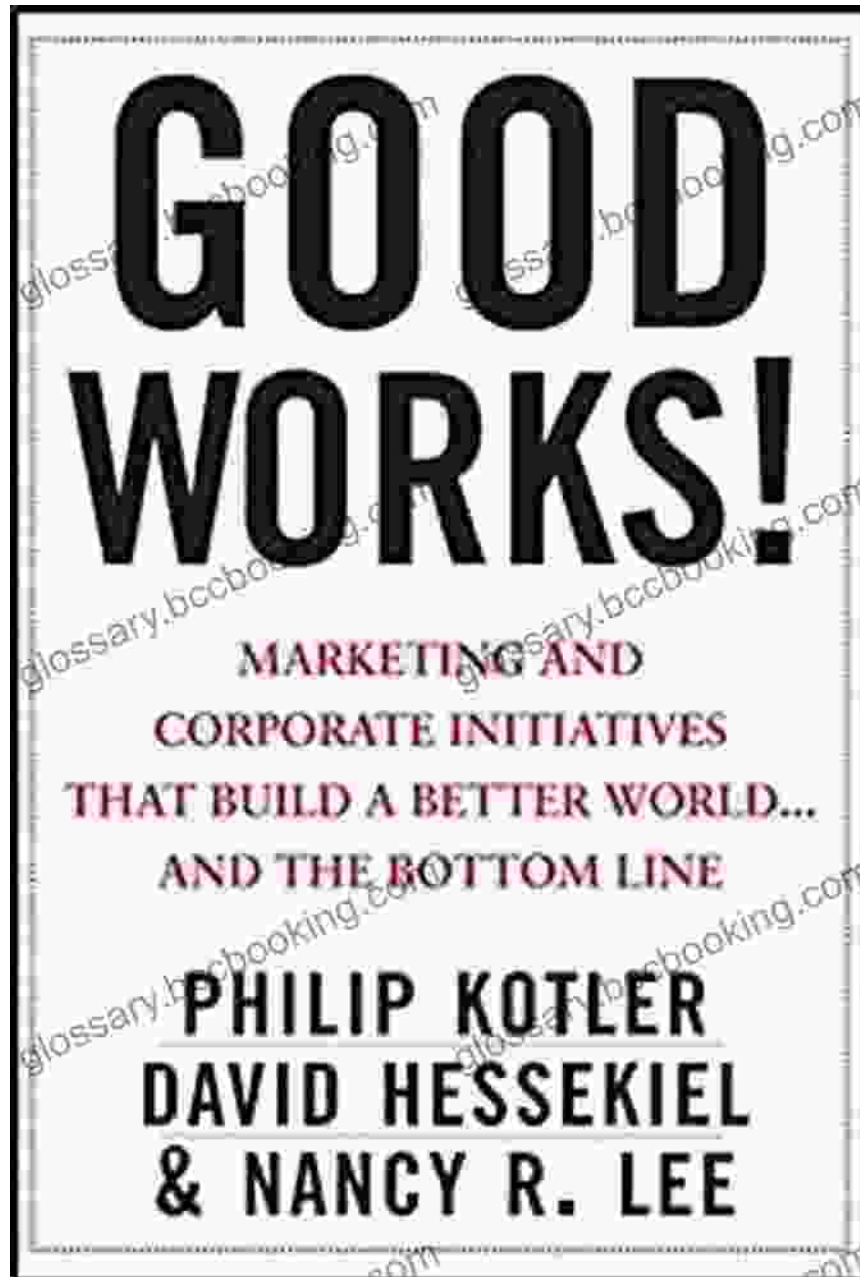
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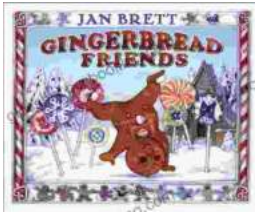


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