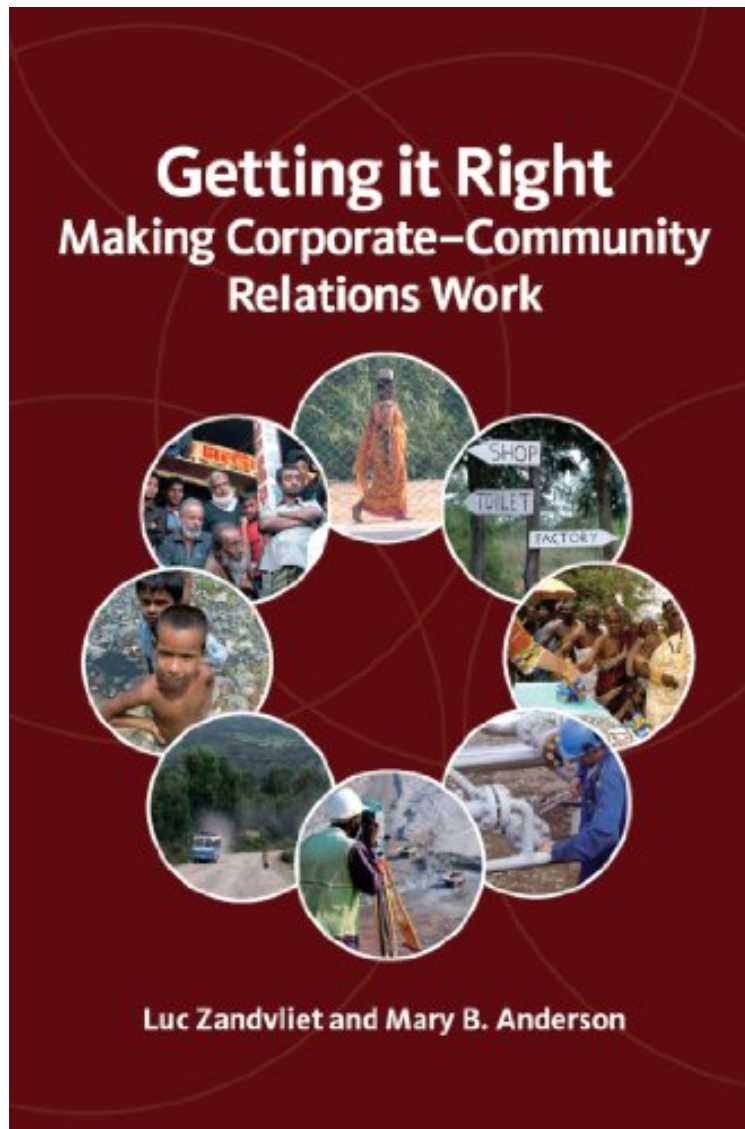


Getting It Right

Luc Zandvliet, Mary Anderson

*DOC | *audiobook | ebooks | Download PDF | ePub*



#1758340 in eBooks 2011-03-07 2013-10-15 File Name: B004R1PZQM | File size: 56.Mb

Luc Zandvliet, Mary Anderson : Getting It Right before purchasing it in order to gauge whether or not it would be worth my time, and all praised Getting It Right:

0 of 0 people found the following review helpful. A good no-nonsense guide for managersBy FBThe book is quite simple and pragmatical, with a lot of good ideas and remarks, even if it lacks (in my opinion!) some theoretical/historical/geographical perspective. The kindle edition is good value for money: if you are a manager in a foreign country who needs to engage the local community, you should definitely buy it and read it once.

Suitable for corporate managers who are responsible for company operations in societies that are poor and politically unstable, this book helps them get it right with respect to interactions with local communities, so that they can accomplish their production goals and ensure that local communities are better off as a result of their presence.

... the authors take a balanced, practical and jargon-free tone well suited to their corporate audience ... The book is perhaps most valuable in terms of the overarching perspectives it attempts to impart to managers: that "community relations" activities are not the only, or even the most powerful, drivers of local perceptions of a project (for example, the impact of actual business operations on communities inevitably can be far more important); that an inclusive and respectful process of engagement is often more valuable than generous community investments made unilaterally by the company; and that all aspects of a company's operations which affect its "license to operate", from government relations to security policy, are better addressed as elements of a coherent strategy than through ad hoc fire-fighting. If managers were able to fully take these principles on board, much local opposition could no doubt be avoided. Read the full review - Rob Foulkes, Critical Resource.

About the Author
Mary B. Anderson is the Executive Director of CDA Collaborative Learning Projects. Mary earned her PhD in Economics from the University of Colorado in Boulder and held a postdoctorate appointment at the Massachusetts Institute of Technology. She has served as Program Associate for the Harvard Institute for International Development and as Acting Director of the Bunting Institute at Radcliffe College. Her international work began in 1961 in East Africa where she worked as a Community Development Assistant for the Tanganyikan (now Tanzanian) government, living in villages in the Northern and Central Provinces. Since then, she has worked in over 70 countries in the fields of education, local technology development, conflict analysis and peace building, humanitarianism, and development. She has consulted with governments, the World Bank, United Nations agencies and numerous non-governmental NGOs. She is the author of numerous articles, programming documents, and of several books that deal with humanitarian and development assistance in poor or warring societies. She has been closely engaged in the work that produced this book, involved in several of the site visits and headquarters consultations from which the lessons were derived.

Luc Zandvliet is the Director of the Corporate Engagement Project at CDA Collaborative Learning Projects. He earned an MSc in Personnel Management at Tilburg University in the Netherlands and an MA in Humanitarian Assistance at The Fletcher School of Law and Diplomacy at Tufts University. He has worked with humanitarian agencies such as Meacutec;decins Sans Frontiegrave;res Holland and the International Committee of the Red Cross in various crisis areas, often the same areas where companies also have a presence. These experiences prompted him to ask how it is possible to make sure that corporations have positive, rather than negative, impacts on the lives of local stakeholders. This book is the result of that query. Since the Corporate Engagement Project began in 2000, Luc visited over 25 company sites in 16 countries in his work with CDA and he was involved in the majority of the fieldwork conducted for this book. He is currently working on integrating the lessons learned through the Corporate Engagement Project in new applications such as human rights risk assessments, risk assessment tools for the financial industry, and training and coaching approaches for field-based company staff.