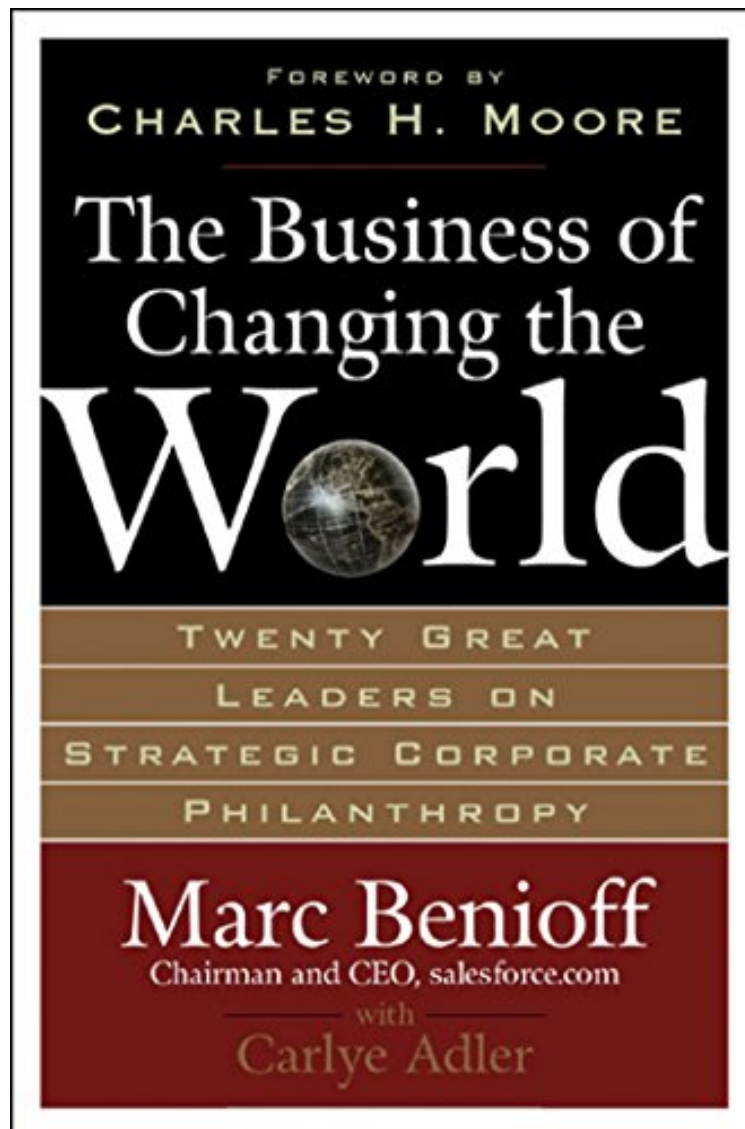


(Mobile ebook) The Business of Changing the World: Twenty Great Leaders on Strategic Corporate Philanthropy

The Business of Changing the World: Twenty Great Leaders on Strategic Corporate Philanthropy

Marc Benioff, Carlye Adler

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following review helpful. Wholesome View of Business By Dr Conrade Yap I like this book. This is a collection of stories about how the founders and leaders of the well-known organizations embrace an important part of doing business. It brings about a helpful correction to many lopsided thinking about business being profit-making mostly. In our tough economic environment, people talk about cost cuts, layoffs, producing cheaper products, and squeezing other people's profits so as to fatten ours, we need to be reminded that we live in an INTERDEPENDENT environment. Society does not exist merely to feed narcissistic desires. This book brings back a more optimistic look about what businesses can do for society at large, apart from making profits and product for people. There are 20 affirmations on the need to live as responsible businesses, starting with the leadership. It is essentially a book about responsible stewardship and strategic leadership. Business is not about survival or success. Companies that work only on this 2 aspects of businesses are not ready for the long haul. Those who can see beyond these two will learn to add significance into the equation. All in all, this book is very businesslike in nature, in the sense that it aims for a win-win scenario. Customers win, when they know that the money that is paid for the product or services they use, will also benefit communities in some way. Reading the stories can also give the reader a sense of suspicion that the people are using philanthropy as another means to expand their business empire. In the light of a win-win understanding, let's give these businesses the benefit of the doubt. Kudos to the authors for providing a more wholesome view of the potential of businesses. Good book to buy and keep as reference.

conrade4 of 4 people found the following review helpful. Truly inspiring! A Must Read! By S. Moreland This book has totally inspired both me and my sister. My sister started her own business last year, and she has been trying to think of an effective way to give back to the community. Until reading Benioff's book, I thought one would have to wait until the company was more financially secure. But, his "one percent model," which states that 1% of time, equity and product can be directed towards philanthropy, is a terrific - and manageable - way for her small shop to become an instrument of change. She is putting this plan into effect ASAP. Not everyone can be Bill Gates, but we can certainly play a part!

There is audio or video content present in this Kindle file or a web site referred to by it that cannot be played on Kindle e-ink devices. All across the globe, companies large and small are making a tremendous difference in the lives of others and, in turn, are enhancing employee performance, boosting morale, lowering turnover, and heightening brand recognition. In *The Business of Changing the World*, Marc Benioff and 19 other leaders share their corporate philanthropy secrets for the first time, revealing how any company can start their own program and reap enormous benefits. This inspiring collection of testimonies brings to light the need for community giving, the challenges of implementing a philanthropic initiative, and the qualities CEOs must possess in order to make their programs a success. Most important, it highlights the tremendous rewards society and businesses stand to earn. These are just a few of the extraordinary leaders you'll hear from: Michael Dell explains how making a commitment to environmentally sustainable products isn't just the right thing to do-it makes good business sense Alan Hassenfeld, the chairman of Hasbro-a pioneer of the integrated corporation-shares why he believes he owes a "debit" to the children of the world and how Hasbro expanded its reach beyond the playroom UPS CEO Mike Eskew demonstrates how his company delivers on its legacy by adhering to a set of core values Timberland president and CEO Jeffrey Swartz tells how, by integrating social justice into its business model, the company represents the apex in innovation in CSR Michael Milken reveals how applying best business approaches to healthcare and education can have a positive impact on the U.S. economy In *The Business of Changing the World*, these trailblazers reveal why your company can-and should-start making the world a better place.

From the Back Cover "The Business of Changing the World reveals exactly how salesforce.com- and many other inspiring companies-are doing well by doing good."-Larry Brilliant, MD, Executive Director, Google Foundation and Google.org In *The Business of Changing the World*, 20 exceptional leaders share the untold stories of how their companies are making a real difference through corporate philanthropy-and how any other company can do the same. Through their compelling, instructive stories, these visionaries reveal how giving back to the community makes them better citizens, providing proven models and best practices for corporate responsibility. Michael Dell and Kevin Rollins of Dell Craig Barrett of Intel Marc Benioff of salesforce.com Steve Burd of Safeway Steve Case of Revolution Jim Donald of Starbucks Mike Eskew of UPS Larry Fish of Citizens Bank Peter Gabriel of WITNESS Jean-Pierre Garnier of GlaxoSmithKline Alan Hassenfeld of Hasbro Akinobu Kanasugi of NEC Phil Marineau of Levi Strauss Co. Michael Milken of The Milken Institute John Morgridge of Cisco Systems Marilyn Carlson Nelson of Carlson Companies Laura Scher of Working Assets Klaus Schwab of the World Economic Forum Jeffrey Swartz of Timberland About the Author Marc Benioff is chairman and CEO of salesforce.com. He founded the company in 1999 with a vision to create an on-demand customer relationship management (CRM) solution that would replace traditional enterprise software technology. Under Benioff's direction, salesforce.com has grown from a groundbreaking idea into a publicly traded company that is the market and technology leader in on-demand business services. Throughout his career, Benioff has also been committed to using information technology to produce positive social change. In 2000 he launched the Salesforce Foundation-now a multi-million global organization-that pioneered the "1 percent

model,rdquo; whereby the company contributes 1 percent of profits, 1 percent of equity, and 1 percent of employee hours back to the communities it serves. Benioff is the author of two books, *The Business of Changing the World* and *Compassionate Capitalism*. Acknowledging his devotion to finding solutions to global challenges, the Members of the World Economic Forum named Benioff a "Global Leader of Tomorrowrdquo;-one of 100 leaders in business, politics, and the arts committed to addressing social issues.