



Corporate Community Involvement: The Definitive Guide To Maximizing Your Business' Societal Engagement

Nick Lakin, Veronica Scheubel

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Corporate Community Involvement offers the first-ever roadmap to strategic community involvement. Building on their extensive experience, Nick Lakin and Veronica Scheubel have designed this book to be practical—for those who want to act upon what they read.

The book's advice is backed by inspiring interviews with best-in-class practitioners from businesses like Microsoft, GlaxoSmithKline, Ericsson—as well as leading experts in corporate responsibility and community involvement. The text highlights best-practice approaches, effective methods, and concise tools to help managers "get there faster" and "get it right first time."

The core of the book is a step-by-step guide that shows readers how to: conduct a current state analysis and devise a strategy; organize staffing and budgets; integrate corporate community involvement throughout the business and create high-profile programs' partner across sectors; measure and evaluate results; communicate successful activities; and overcome challenges.

Corporate Community Involvement will be an indispensable resource for those working at the interface between business and the community. With this day-to-day reference in hand, practitioners will learn from both successes and failures. Representatives from other sectors, such as government, international agencies, and NGOs, will come to better understand companies' internal requirements for cross-sector collaborations.

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