



Strategy for Good: Business Giving Strategies for the 21st Century

Susan A. Hyatt

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Winner of four book awards:

- 2012 Axiom Business Book Awards, Bronze in Nonprofit/Philanthropy category
- 2012 Next Generation Indie Books Awards, Third Grand Prize Winner for Nonfiction
- 2012 Next Generation Indie Book Awards, Winner in the Business category
- 2012 Colorado Independent Publishers Association EVVY Award, Bronze in Business/Career category

Giving back to local communities is a growing expectation for businesses coming from both outside and inside company walls. Community involvement is no longer a “nice to do” but a “need to do.” Don’t be one of those companies that just tosses dollars at issues for a tax write-off. Instead, use this proven, step-by-step process to maximize your company’s give-back efforts.

Strategy for Good shows you how to create all-win solutions that demonstrate your values, benefit the causes you care most about, and boost your bottom line. Your company can be engaged in heartfelt ways that positively impact your business goals, operations, and profitability.

This lively, accessible how-to resource guide will give you:

- Best practice examples, tips, and insights on effective community involvement from over 50 business thought leaders;
- The 7 essential steps of effective community involvement to take your strategy and organizational systems to the next level;
- A menu of dozens of proven ways to engage with nonprofits and NGOs through contributions and commerce; and
- Food for thought suggestions to help generate even more ideas about ways to support the causes you care about—regardless of your company’s age, size, or profitability.

Forward by Patricia Aburdene, author of *Megatrends 2010*

The Buzz:

Strategy for Good is a must-read for business leaders wishing to create greater impact in the world.

—*JEFFREY SWARTZ, President & CEO, Timberland*

Strategy for Good is a compelling and comprehensive guide on how business and non-profit leaders can create strategic partnerships that create mutual value and benefit. It’s chock full of helpful resources, real world examples and a practical seven step plan for strategic business giving that will help business leaders reap new dividends for their company and society.

—*KIM FRAWLEY, Director, Corporate Responsibility, Pfizer Inc.*

Whether aiming to get started or deepen existing investments, small companies will find Susan Hyatt's approach to and ideas for community investments a useful tool to create positive impact for both business and neighborhoods.

– ANNA CUNNINGHAM, *Manager, Global Responsibility, Starbucks Coffee Company*

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