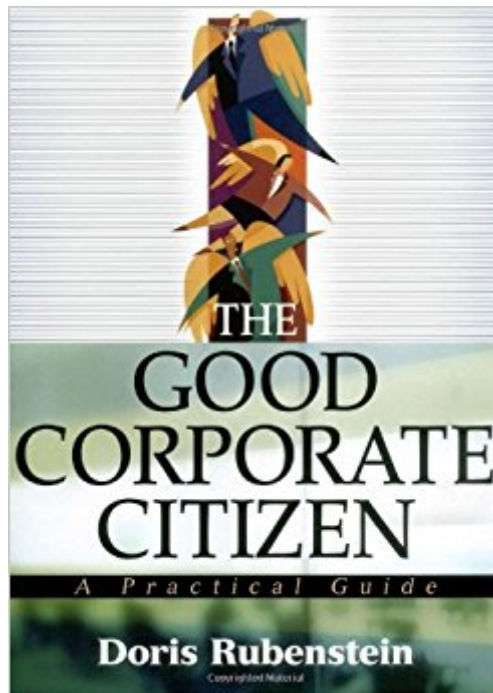




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The Good Corporate Citizen: A Practical Guide



Synopsis

Corporate citizenship refers to the way a company integrates basic social values with everyday business practices, operations and policies. A corporate citizenship company understands that its own success is intertwined with societal health and well being. Therefore, it takes into account its impact on all stakeholders, including employees, customers, communities, suppliers, and the natural environment. This handbook draws from the author's experience crafting and implementing philanthropic and volunteer strategies with companies such as IBM, Exxon, Mobil, 3M, and General Mills. A step-by-step primer on creating a comprehensive corporate citizenship program, *The Good Corporate Citizen* lays out how companies can maximize this exciting new trend. Doris Rubenstein (Minneapolis, MN) has worked for over 25 years with some of America's most respected nonprofit organizations.

Book Information

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Customer Reviews

"This book is highly recommended." (Tulsa Business Journal, 4/15/2004)

"Doris Rubenstein's book makes sound financial sense and should be a must-read for executives of all businesses, small and large alike. She exhibits an intimate understanding of the fiscal demands and corporate concerns of business owners when first establishing relationships with charities. Rubenstein presents a sensible, ethical, and effective approach to corporate philanthropy that is much needed in today's world. If (small) businesses are the lifeblood of a community, her book is an

important guide to how they can forge a partnership to achieve civic and cultural improvement and success." —•Russell Rothman, Executive Vice President M. Rothman & Co, Inc.

"Organizations have a tendency to underestimate the value of incorporating a systematic, focused approach to practicing good corporate citizenship within their management system. This text offers a compelling philosophy, along with a practical approach to manage this important part of your management system." —•Gary D. Floss, Managing Director, BlueFire Partners, Board Member of American Society for Quality

The Good Corporate Citizen: A Practical Guide is a very detailed and complete handbook on corporate philanthropy for those corporations that wish to make a meaningful contribution to the improvement of their communities, but it is extremely useful for individuals and family foundations that want to make a difference as well. Ms. Rubenstein has done an excellent job of raising the questions that donors must answer in this extremely complex area of philanthropy. And the book is just what the title says - it's an extremely practical guide with lots of examples and helpful detail. Ames Sheldon, Director of Development, College of Biological Sciences, University of Minnesota

At a time when corporate philanthropy is rapidly changing, Doris' guide is helpful in navigating your journey. She provides smart and insightful analysis for corporate decision-makers and fundraisers seeking support. The Good Corporate Citizen helps the business executive develop a practical plan for giving and helps the nonprofit executive better understand the motivations and needs of companies wanting to be engaged in the community they serve.

Every executive and business owner should read this book! It's important for today's leaders to recognize the vital role that business plays not only in our community but how it's relationship with community affects the bottom line. This author's words have inspired me to start a giving program for my own business.

We bought this book for our financial investments advisory firm, to create a good citizenship program; but we found that the information it contains is equally useful for some of our clients who are considering starting private family foundations. The lessons offered for most policy areas can apply for either kind of business: for profit and non-profit. J & B Papazian E. Lansing, MI

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