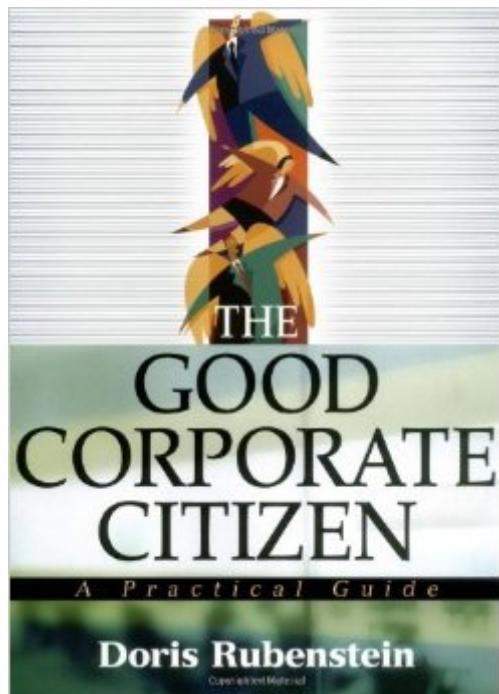


The book was found

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

Hardcover: 216 pages

Publisher: Wiley; 1 edition (March 19, 2004)

Language: English

ISBN-10: 0471475653

ISBN-13: 978-0471475651

Product Dimensions: 7.3 x 0.9 x 10.4 inches

Shipping Weight: 1.3 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars Â See all reviews Â (4 customer reviews)

Best Sellers Rank: #1,643,846 in Books (See Top 100 in Books) #91 in Books > Business & Money > Taxation > Corporate #1705 in Books > Business & Money > Small Business & Entrepreneurship > Nonprofit Organizations & Charities #5086 in Books > Politics & Social Sciences > Social Sciences > Social Work

Customer Reviews

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

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.

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.

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 PapazianE. Lansing, MI

[Download to continue reading...](#)

Corporate Finance: Corporate Finance Guide To Understanding Corporate Finance With Strategies For Business Owners For Utilizing Corporate Finance Including ... Finance Business, Theory And Practice) The Good Corporate Citizen: A Practical Guide How Can I Be a Good Digital Citizen? (Lightning Bolt Books - Our Digital World) Fundamentals of Corporate Governance: A Guide for Directors and Corporate Counsel CORPORATE IDENTITY 4 (Graphis Corporate Identity) (v. 4) Mergers, Acquisitions, and Corporate Restructurings (Wiley Corporate F&A) Governance, Risk Management, and Compliance: It Can't Happen to Us--Avoiding Corporate Disaster While Driving Success (Wiley Corporate F&A) Masters of Corporate Venture Capital: Collective Wisdom from 50 VCs Best Practices for Corporate Venturing How to Access Startup Innovation & How to Get Funded Corporate Value Creation: An Operations Framework for Nonfinancial Managers (Wiley Corporate F&A) The Citizen's Guide to Planning 4th Edition (Citizens Planning) The Daily Show with Jon Stewart Presents America (The Audiobook): A Citizen's Guide to Democracy Inaction Food Fight: The Citizen's Guide to the Next Food and Farm Bill Citizen Kane: A Filmmaker's Journey Citizen Scientists: Be a Part of Scientific Discovery from Your Own Backyard Elizabeth Falkner's Demolition Desserts: Recipes from Citizen Cake Citizen-officers: The Union and Confederate

Volunteer Junior Officer Corps in the American Civil War (Conflicting Worlds: New Dimensions of the American Civil War) Sister Citizen: Shame, Stereotypes, and Black Women in America Citizen: An American Lyric Becoming a Citizen: Incorporating Immigrants and Refugees in the United States and Canada Soul of a Citizen: Living with Conviction in Challenging Times

[Dmca](#)