

This book exemplifies innovative approaches of corporate value creation on the basis of Michael Porters Shared Value concept and Jed Emersons Blended Value theory. First, the Shareholder Value strategy is described as the mainstream approach of todays business in order to compare solely profit oriented business strategies with innovative value creation approaches. The second part of the book explores Porters three distinct ways of Shared Value creation, re-conceiving products and markets, redefining productivity in the value chain and enabling cluster development. His theory is examined whether it is applicable in real world application. This is done by analyzing Nestles operational strategy in the marketing of nutritious products in Latin America from the perspective of the three methods of Shared Value creation. In the third part of the book Emersons Blended Value approach is brought in. His Blended Value Proposition pursues a similar idea as Porter, except it focuses on the impact of financial markets on sustainable growth, rather than actual business activities themselves. Emersons argumentation about the impact of microfinance and investments in social enterprises on sustainable profit generation is illustrated in more detail by using the example of Calvert Foundation as a sustainable investment fund. The book closes with a critical appraisal of both approaches.

Chapter 27, Early-Life Epigenetic Programming of Human Disease and Aging, Big Baboon Breakout, Chaos, Dynamics, and Fractals: An Algorithmic Approach to Deterministic Chaos (Cambridge Nonlinear Science Series) by Joseph L. McCauley (1994-06-24), Russia: The Land (Lands, Peoples, & Cultures (Hardcover)), How to Do Your Case Study, The Caribbean Islands: Facts & Figures (Discovering the Caribbean), Call Her Blessed, Ghandi (les geants du vingtieme siecle t. 1) (French Edition), Succession of Bloom in the Perennial Garden: A Manual for Garden Designers, Including Shrubs and Vines Often Found in Perennial Gardens (Connecticut Version),

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