



2022. XVI, 209 p. 47 illus.

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R. Ernst, J. Haar

# From Me to We

How Shared Value Can Turn Companies Into Engines of Change

- Whereas CSR is about "giving back" or minimizing the harm businesses have on society, shared value is a management strategy in which companies find business opportunities in social problems, such as cost-saving production technology that reduces the carbon footprint.
- This book takes the concept of shared value to the next level, with the concept of "Me to We" (also abbreviated "M2W") and discusses how ownership and accountability can significantly enhance value and impact the bottom line.
- Features real world cases as well as interviews with executives who have implemented a shared value strategy.
- Shows that shared value implementation is practically feasible as well as a new business competitive and growth strategy.
- Readers will find useful strategies of Me to We and its implementation by firms that have become leaders in their market.

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*Jerry Haar (Florida International University)*

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