

FOREWORD BY ROSEMARY MOSS KANTER

COMMON INTEREST



COMMON GOOD

*Creating Value through Business
and Social Sector Partnerships*

SHIRLEY SAGAWA
ELI SEGAL

HARVARD BUSINESS SCHOOL PRESS

Common Interest Common Good Common Interest Common Good

Shirley Sagawa, Eli Segal



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Common Interest, Common Good Shirley Sagawa, Eli Segal, 2000 With funding for nonprofits shrinking and global markets shaky our business and social sectors are both confronting an increasingly uncertain future Many organizations are searching for innovative strategies that will counter the mounting pressures felt by communities and corporations alike Common Interest Common Good argues that forward looking businesses and social sector organizations both nonprofit and government can solve many of their problems by working together while serving the common good in the process According to Shirley Sagawa and Eli Segal alliances between for profit and the not for profit industries yield enormous benefits for both Businesses can boost their bottom line by leveraging a nonprofit partnership to enhance their image reach new markets increase consumer loyalty and build a positive reputation with current and prospective employees The upside is just as powerful for nonprofits because an alliance with a corporation can provide crucial funds and visibility while helping to attract new volunteers and donors Common Interest Common Good showcases many such successful partnerships from corporate sponsorships and cause related marketing to employee volunteer programs and school to work initiatives The authors also offer some much needed guidance for avoiding many of the pitfalls that can undermine even the best alliances A convincing deeply felt book by two authors who have devoted much of their careers to helping public and private sectors find profitable new ways of working together Common Interest Common Good is a guided tour of the progressive new strategies that can contribute to the purpose of our businesses and the prosperity of our communities Enacting Environmental Justice through Global Citizenship Maciej Nyka, Emma Schneider, 2019-05-15 This volume was first published by Inter Disciplinary Press in 2014 This volume s interdisciplinary research is based on the premise that we live an unsustainable global lifestyle Finding ways to better inhabit our world is a challenge not only for scientists but also for civil society One means of achieving sustainability is through promoting Environmental Justice This volume contains both theoretical and case study analyses that propose methods for achieving and managing global environmental justice Creating such an environmental equilibrium is a difficult goal but the tools for reaching it simultaneously respond to many other challenging questions of the contemporary world The ideal of just sustainable development can induce efforts for solving inequity problems across many sectors

Conservation and Practical Morality Les Brown, 1987-06-18 **Interest Groups and Lobbying** Thomas T. Holyoke, 2018-09-03 Interest groups and lobbyists play a crucial role in how public policy is made in the United States representative democracy By helping citizens organize and pursue their self interests in the political arena interest groups and lobbyists are an alternative but very effective form of representation However the adversarial nature of interest groups often fuels voter discomfort with the political process Interest Groups and Lobbying is an accessible and comprehensive text that examines the crux of this conflict Pulling together two areas of interest group research why advocacy organizations form and how they are able to gain influence in Washington DC Thomas T Holyoke shows students the inner workings of interest

groups in the United States Using case studies to clarify and expand on the issues surrounding lobbying and group action in federal state and local government Holyoke explores how we can use interest groups and their adversarial impulse to achieve the greatest good for the greatest number of people Ethics and Social Survival Milton Fisk,2016-05-20 When speaking of society s role in ethics one tends to think of society as regimenting people through its customs Ethics and Social Survival rejects theories that treat ethics as having justification within itself and contends that ethics can have a grip on humans only if it serves their deep seated need to live together It takes a social survival view of ethical life and its norms by arguing that ethics looks to society not for regimentation by customs but rather for the viability of society Fisk traces this theme through the work of various philosophers and builds a consideration of social divisions to show how rationalists fail to realize their aim of justifying ethical norms across divisions The book also explores the relation of power and authority to ethics without simply dismissing them as impediments and explains how personal values such as honesty modesty and self esteem still retain ethical importance Finally it shows that basing ethics on avoiding social collapse helps support familiar norms of liberty justice and democracy and strives to connect global and local ethics *Schools of Thought* Joan Wallach Scott,Debra Keates,2001-11-11 This collection of essays stems from a 1997 conference celebrating the 25th anniversary of the Institute for Advanced Study s School of Social Science Essays focus on disciplinary and methodology changes institutional history and the link between political philosophy and world governance **The Political Theory of Conservative Economists** Conrad P. Waligorski,2021-10-08 It s difficult to overstate the impact of conservative economics on American life The conservative thought of economists like Milton Friedman James Buchanan and Friedrich Hayek has provided the conceptual framework that undergirds nearly every aspect of current U S social economic policy Although a great deal has been written about the economic theories of these Nobel Prize winning economists this study is the first to examine the political theory that underlies conservative economics and its implications for public policy Long associated with the Chicago and public choice schools of thought Friedman Buchanan Hayek and others have consistently repudiated Keynesian principles They have steadfastly opposed social welfare policies and regulation of private enterprise championing instead the free market as a mechanism for ordering society In this book Conrad Waligorski analyzes the political content of the conservative economists arguments In so doing he illuminates the political economic and philosophical ideas behind and justification for the laissez faire policy the reduced regulation intervention and welfare favored by conservative governments in the United States Canada and Britain *Public Relations and the Public Interest* Jane Johnston,2016-02-12 In this book Johnston seeks to put the public interest onto the public relations radar arguing the need for its clear articulation into mainstream public relations discourse This book examines literature from a range of fields and disciplines to develop a clearer understanding of the concept and then considers this within the theory and practice of public relations The book s themes include the role of language and discourse in establishing successful public interest PR and in perpetuating power imbalances intersections

between CSR governance law and the public interest and how activism and social media have invigorated community control of the public interest Chapters explore the role of the public interest including cross cultural and multicultural challenges community and internal consultation communication choices and listening to minorities and subaltern publics **Alcohol: The Prevention Debate** Marcus Grant, Bruce Ritson, 2023-12-01 In the early 1980s emphasis had shifted from the treatment of alcohol problems to their prevention Yet no clear integrated policy yet existed about how alcohol problems could best be prevented Many different strategies were put forward as solutions but some were in competition with each other while some were actually incompatible Originally published in 1983 what this book does is to draw together a cross section of these different and competing voices so as to give a sense of the quality and direction of the great alcohol debate at the time After setting into context some of the basic questions to do with the prevention of alcohol problems the authors knit together and juxtapose short contributions from a very wide variety of experts from around the world Clinicians educators sociologists advertisers marketing men economists philosophers geneticists and international civil servants present different points of view on health education the media advertising trade the law the environment and on the ethical basis of the debate itself The authors bravely attempt to pull some general sense out of this profusion of what the way ahead is likely to be It should be noted that this reissue very much reflects the context of the times in which it was written and that the contributors were participating in a debate where differences of opinion were actively encouraged *Governing the Commons in China* Yan Zhang, 2017-01-20 The idea of the commons is a long standing concept in the English speaking world and in English law A similar concept occurs in China How different from or similar to the English idea of the commons is the idea in China and how is the concept applied This book explores this important subject It examines the subject from a philosophical and theoretical perspective considers the commons widely including tangible commons of resources intangible commons of culture identity and social capital and institutional commons of welfare security and public goods and goes on to examine the concept as it applies to the hydropower developments along the Lancang River outlining the different competing interests of local people central and provincial government and environmental considerations It argues that the concept of the commons in China is dual dimensional with a vertical dimension of public authority and a horizontal dimension of commonly sharing that power structures in China have often been flexible and polycentric and that correctly applied this approach will do much to serve the common interest of the people ensuring positive impacts for shared prosperity for multiple stakeholders whilst mitigating the negative impacts involved in the delivery of such positive impacts

Unveiling the Energy of Verbal Artistry: An Psychological Sojourn through **Common Interest Common Good Common Interest Common Good**

In a world inundated with displays and the cacophony of instantaneous interaction, the profound energy and psychological resonance of verbal beauty often disappear in to obscurity, eclipsed by the continuous onslaught of sound and distractions. However, nestled within the lyrical pages of **Common Interest Common Good Common Interest Common Good**, a interesting work of literary elegance that impulses with natural thoughts, lies an unforgettable journey waiting to be embarked upon. Composed with a virtuoso wordsmith, that magical opus manuals readers on an emotional odyssey, gently exposing the latent potential and profound affect embedded within the elaborate web of language. Within the heart-wrenching expanse of the evocative analysis, we shall embark upon an introspective exploration of the book is central styles, dissect its captivating publishing fashion, and immerse ourselves in the indelible impact it leaves upon the depths of readers souls.

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