



Stakeholder Power: A Winning Plan for Building Stakeholder Commitment and Driving Corporate Growth

By Steven Walker

The Perseus Books Group, United States, 2002. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.In today's business environment, the most important weapon in any company's arsenal is not its products or services but its relationships with customers, employees, suppliers, investors, and the communities it serves. Balancing conflicting agendas while creating value for all the stakeholders is an enormous challenge, but one that pays off in the long run as the company builds commitment, both inside and outside the firm, to everything the company provides and stands for. Drawing from their firm's sixty-year history as a pioneer in corporate reputation, consumer psychology, and market research, the authors present a practical model for hard-wiring stakeholder management into strategy and reaping the rewards, through continuous innovation and profitable growth.



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Reviews

It is just one of my personal favorite books. I was able to comprehend every little thing out of this published publication. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- Isaac Olson

Very useful to all categories of men and women. I actually have studied and I am also certain that I am going to go back and read through again once more down the road. It's been written in an exceptionally simple way and is particularly only soon after I finished reading this publication by which basically altered me, modified the way in my opinion.

-- Dr. Sarai Fisher DDS