



The Good Corporate Citizen: A Practical Guide

Doris Rubenstein

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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.



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