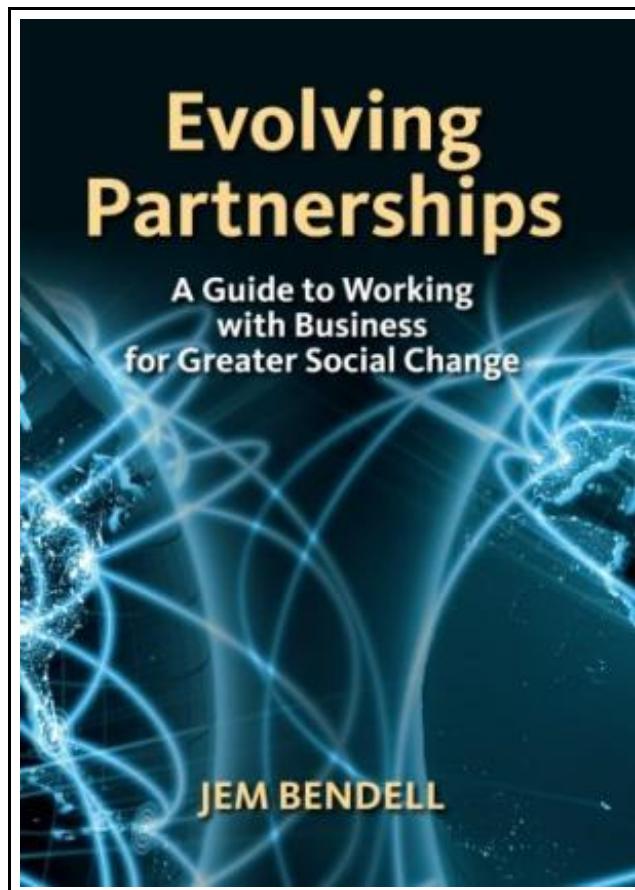


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EVOLVING PARTNERSHIPS: A GUIDE TO WORKING WITH BUSINESS FOR GREATER SOCIAL CHANGE

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Greenleaf Publishing. Paperback. Book Condition: new. BRAND NEW, Evolving Partnerships: A Guide to Working with Business for Greater Social Change, Jem Bendell, By bringing together their respective competencies and resources for the greater good, governments, business, civil society and multilateral agencies have been seeking innovative ways to work together to respond to the myriad global challenges of our time: the impact of climate change; human security; the prevention, care and treatment of HIV/AIDS and other major diseases; the generation of new investment, entrepreneurship and employment; and financing for development. The appetite for such partnerships appears strong. Over 90% of corporate executives responding to a World Economic Forum survey felt that future partnerships between business, government and civil society would play either a major role or some role in addressing key development challenges. This trend will only be increased by the Western financial crisis and the retreat of the state from many areas of societal concern. In the last 15 years, many new partnerships have been formed, and many new people exposed to partnership ways of working. There have been remarkable successes, but also a range of concerns about effectiveness and accountability. Partnerships can work, but can they work better? Many practitioners are now asking how they can achieve a greater scale of impact to match the magnitude of the social and environmental challenges we face. When considering how to equip their organisation or programme with the necessary skills to engage with companies in new ways, many leaders of NGOs or UN agencies hire staff from the private sector. Although such staff exchanges are important, it is not sufficient to rely on private-sector staff to develop and implement strategic forms of engagement. Rather, engaging business for social change is a specialism in itself. This book seeks to distil some of the...

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