



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

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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