



A Better World, Inc.: How Companies Profit by Solving Global Problems...Where Governments Cannot

Alice Korngold

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In *A Better World, Inc.*, Korngold shows companies and their executives how to profit by developing solutions to the world's most daunting challenges – those that governments cannot and have not addressed. Using case studies of various global companies from Nike to Pfizer to Vodafone and GlaxoSmithKline, *A Better World, Inc.* delineates best practices for corporations to maximize profits, decrease costs, and build the longer-term value of their companies by ensuring a more sustainable and humane world.

In declaring that 'only global corporations have the resources, global reach, and self-interest to build a better world,' Korngold shows how to ensure that this is a mutually beneficial and equitable relationship for business and society. *A Better World, Inc.* provides a roadmap to success, including stakeholder engagement; partnerships among businesses, NGOs, and governments; measurement, accountability and reporting; and effective corporate governance. Korngold also discusses the most powerful drivers for companies to further intensify their innovations in solving global challenges: consumers, employees, and investors.

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