



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

By Alice Korngold

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

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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Editorial Review

Review

"A Better World, Inc. is a must read! Author Alice Korngold demonstrates how market forces provide incentives for global corporations to solve the world's most pressing economic, environmental, and social problems. It inspires business executives and board directors to grow their companies' value while building a better world." - Faisal Hoque, Founder of MiND2MiND Exchange, B2B ForeSights, and others, and author of Everything Connects

"Through rich examples and a thorough analysis, A Better World, Inc. illustrates that it's not only possible for companies to do well while doing good, but it is increasingly essential." Kenneth B. Mehlman, Partner, KKR

"A Better World, Inc. clearly demonstrates that a company and its investors all benefit when they are attentive to economic, environmental, and social factors. Korngold shows the power of market mechanisms in achieving a better world." George L. Majoros, Jr., President, Wasserstein & Co., LP

"Korngold's informative book shows how businesses can improve both short term and long term profitability by promoting economic development, environmental sustainability, good health and education. A Better World, Inc. is a compelling resource for business people, board members, policy makers, faculty and students." Michael Klausner, Nancy and Charles Munger Professor of Business and Professor of Law, Stanford Law School

"Drawing on twenty years of consulting experience, Alice Korngold offers an array of concrete examples in which large corporations have worked to find and implement solutions to social, environmental, and economic challenges. A Better World, Inc. will find a place on the bookshelves of human rights activists and business strategists alike, helping to bring these once divided worlds together." Anne-Marie Slaughter, President and CEO, New America Foundation, and Bert G. Kerstetter '66 University Professor Emerita of Politics and International Affairs, Princeton University

"Korngold proves that businesses, not governments, are in the best position to innovate and solve the world's biggest social, environmental, and economic challenges. Through dozens of case studies, she demonstrates that in addition to making the world a better place, these practices can also result in an improved bottom line. A Better World, Inc. is an important read for CEOs, board members, and anyone who is driving overall strategy at a company, large or small." Fran Hauser, President, Digital - Time Inc. Style & Entertainment Group

"Korngold points out how sustainable business practices are key drivers of corporate vitality and value. A Better World, Inc. should be of value to anyone with an interest in international business matters, development, corporate social responsibility, and NGOs." Olufunmilayo B. Arewa, Professor of Law, University of California Irvine School of Law

"Alice Korngold ignites a powerful debate on the role and responsibility of the private sector in alleviating the world's most pressing issues while on the path to profitability. She demonstrates the power of public-private partnerships and presents a compelling case for how corporations can uphold global citizenship and human development and lead the way to peace and prosperity through a healthy and sustainable ecosystem."

Jyoti Chopra, Managing Director, Global Head of Diversity and Inclusion, BNY Mellon

"A Better World, Inc. is a valuable resource for policy makers, NGOs, and business leaders looking to build partnerships to solve our world's most daunting problems. Let's hope these stories inspire even more." Gayle Tzemach Lemmon, Senior Fellow with the Council on Foreign Relations, and bestselling author of *The Dressmaker of Khair Khana*

"A Better World, Inc. is a treasure chest of great examples of how business is turning challenges into opportunities." Georg Kell, Executive Director, UN Global Compact

About the Author

Alice Korngold is President, Korngold Consulting LLC. Korngold has been consulting to global corporations on corporate social responsibility, facilitating corporate-nonprofit partnerships, and training and placing hundreds of business executives on NGO/nonprofit boards for 20+ years. She provides strategy and board governance consulting to NGO/nonprofit boards, including facilitating mergers, leadership succession planning, and board self-assessments. She consults in the US, Europe, Asia, the Middle East, and Latin America.

Korngold is the author of *Leveraging Good Will: Strengthening Nonprofits by Engaging Businesses* (Jossey-Bass, a Wiley Imprint, 2005), as well as numerous chapters and articles in professional and academic publications. She blogs for *Fast Company*, *The Huffington Post*, and *The Guardian* on sustainability, corporate social responsibility, and corporate governance. She has a B.A. and M.S.Ed. from the University of Pennsylvania.

Users Review

From reader reviews:

Charles Wilkerson:

Do you have favorite book? Should you have, what is your favorite's book? Guide is very important thing for us to understand everything in the world. Each publication has different aim or even goal; it means that guide has different type. Some people really feel enjoy to spend their a chance to read a book. They can be reading whatever they get because their hobby is definitely reading a book. Consider the person who don't like examining a book? Sometime, person feel need book whenever they found difficult problem or maybe exercise. Well, probably you will need this A Better World, Inc.: How Companies Profit by Solving Global Problems...Where Governments Cannot.

Ann Tuttle:

A lot of people always spent their particular free time to vacation or maybe go to the outside with them household or their friend. Were you aware? Many a lot of people spent these people free time just watching TV, as well as playing video games all day long. If you want to try to find a new activity that's look different you can read some sort of book. It is really fun for yourself. If you enjoy the book which you read you can spent the entire day to reading a reserve. The book A Better World, Inc.: How Companies Profit by Solving Global Problems...Where Governments Cannot it is rather good to read. There are a lot of people that recommended this book. They were enjoying reading this book. If you did not have enough space to develop this book you can buy typically the e-book. You can m0ore effortlessly to read this book through your smart

phone. The price is not too costly but this book possesses high quality.

Everett Dean:

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Ryan Harrison:

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