

Austin

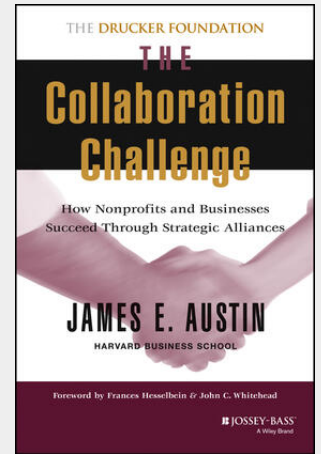
The Collaboration Challenge

How Nonprofits and Businesses Succeed Through Strategic Alliances

James Austin, erfolgreicher Professor an der Harvard Business School, erläutert in diesem Band, wie Unternehmen ihr Grundgeschäft verbessern können, indem sie mit gemeinnützigen Organisationen zusammenarbeiten. Er beschreibt diese Zusammenarbeit als eine Art Symbiose, von der beide Seiten profitieren. Im 21. Jahrhundert ist der Konkurrenzkampf besonders hart, und sowohl Wirtschaftsunternehmen als auch gemeinnützige Organisationen kämpfen ums Überleben. Dieser praktische Leitfaden enthält detaillierte Ratschläge und Tipps, wie Unternehmen und gemeinnützige Organisationen den geeigneten Partner für die Zusammenarbeit finden, wie sie die Zusammenarbeit vertraglich regeln und wie beide Seiten mit dieser Partnerschaft den gewünschten Erfolg erzielen. Dieses Buch entstand mit Unterstützung der Drucker Foundation.

Presented by The Drucker Foundation "Austin has uncovered the common elements and key strategies that make for effective collaborations. In The Collaboration Challenge, he illuminates these key lessons for all leaders, and makes it possible for each of us to meet the collaboration challenge." --Frances Hesselbein, chairman of the board of governors, The Drucker Foundation, and John C. Whitehead, founder, The John C. Whitehead Fund for Not-for-Profit Management, Harvard Business School "Austin has performed a valuable service for nonprofit organizations and their corporate partners by illuminating the dynamics of successful relationships. His useful book deserves to be widely read by leaders in both sectors concerned about increasing the effectiveness of their social action agenda." --Rosabeth Moss Kanter, Harvard Business School, author of World Class and Rosabeth Moss Kanter on the Frontiers of Management "The entire nonprofit sector has been searching for the expertise and tools this book provides. Nothing else like it exists." --Bill Shore, executive director of Share-Our-Strength and author of The Cathedral Within and Revolution of the Heart In these complex times, when no organization can succeed alone, nonprofits and businesses are embracing collaboration for mutual benefits. Nonprofits are partnering with businesses to further their missions, develop resources, strengthen programs, and thrive in the competitive world. Companies are also discovering that alliances with nonprofits generate significant rewards: increased customer preference, improved employee morale, greater brand identity, stronger corporate culture, and higher innovation. In this timely and insightful book, James E. Austin provides a practical framework for understanding how traditional philanthropic relationships can be transformed into powerful strategic alliances. He offers advice and lessons drawn from the experiences of numerous collaborations, including Timberland and City Year; Starbucks and CARE; Georgia-Pacific and The Nature Conservancy; MCI WorldCom and The National Geographic Society; Reebok and Amnesty International; and Hewlett-Packard and the National Science Resource Center. Readers will learn how to: * Find and connect with high-potential partners * Ensure strategic fit with the partner's mission and values * Generate greater value for each partner and society * Manage the partnering relationship effectively Click here to read Chapter 8, Guidelines for Collaborating Successfully.

Presented by The Drucker Foundation In these complex times, when no organization can succeed on its own, nonprofits and businesses are embracing collaboration for mutual benefits. Nonprofits are partnering with businesses to further their missions, develop resources, strengthen programs, and thrive in today's competitive world. Companies are discovering that alliances with nonprofits generate significant rewards: increasing customer preference, improving employee recruitment and morale, promoting brand identity, strengthening corporate culture, building good will, and testing innovations. In this timely and insightful book, James E. Austin demonstrates how to establish and manage strategic alliances that are effective and mutually beneficial. He provides a practical framework for understanding how traditional philanthropic relationships can be



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