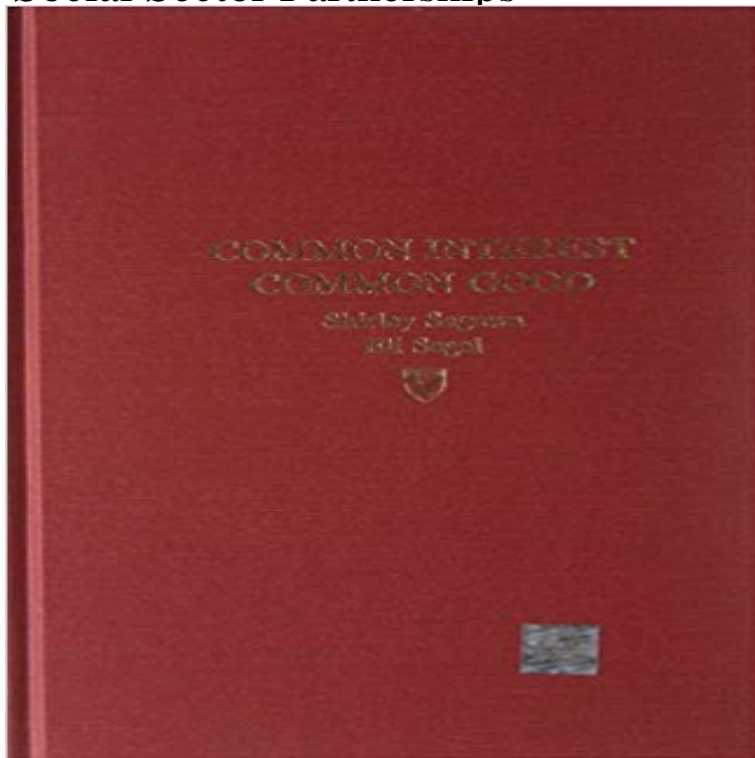


Common Interest, Common Good: Creating Value Through Business and Social Sector Partnerships



A guided tour of the progressive new strategies that contribute to the purpose of our businesses and the prosperity of our communities, *Common Interest, Common Good* is a convincing, deeply felt book by two authors who have devoted much of their careers to helping public and private sectors find profitable new ways of working together. Many organizations are searching for innovative strategies that will counter the mounting pressures felt by communities and corporations alike. According to Shirley Sagawa and Eli Segal, alliances between for-profit and the not-for-profit industries yield enormous benefits for both. Forward-looking businesses and social sector organizations (both nonprofit and government) can solve many of their problems by working together while serving the common good in the process. This book showcases many such successful partnerships, from corporate sponsorships and cause-related marketing to employee volunteer programs and school-to-work initiatives.

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