

### **creating shared value harvard pdf**

A version of this article appeared in the January–February 2011 issue of Harvard Business Review.

### **Creating Shared Value - Harvard Business Review**

The Big Idea: Creating Shared Value by Michael E. Porter and Mark R. Kramer The capitalist system is under siege. In recent years business increasingly has been viewed as a major cause of social, environmental, and economic problems. Companies are widely perceived to be prospering at the expense of the broader community.

### **The Big Idea: Creating Shared Value - Harvard Business Review**

The ideas drawn from “Creating Shared Value” (Harvard Business Review, Jan 2011) and “Competing by Saving Lives” (FSG, 2012). No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means—electronic, mechanical, photocopying,

### **Creating Shared Value as Business Strategy**

Creating Shared Value (CSV), the model for corporate social responsibility developed by Michael Porter and Mark Kramer of Harvard Business School, has been surprisingly controversial. On the surface of it, the proposition is fairly straightforward: that businesses can create the most value by

### **CREATING SHARED VALUE - FOR INDIVIDUALS**

The Solution: Creating Shared Value The next transformation of business thinking lies in the principle of shared value: creating economic value in a way that also creates value for society by addressing its needs and challenges.

### **Creating Shared Value - Harvard Business School**

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### **Creating Shared Value (HBR Bestseller)**

-Shared value involves creating economic value in a way that also creates value for society by addressing its needs and challenges. -Government must learn how to regulate in ways that enable shared value rather than work against it.

### **The Big Idea: Creating Shared Value Rethinking Capitalism**

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