



Managing Corporate Impacts: Co-Creating Value (Business, Value Creation, and Society)

Jennifer J. Griffin

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Managing Corporate Impacts draws on the insights and experiences of managers from around the world to examine how companies can manage corporate impacts to co-create enduring value for business and society. Corporate impacts - the points at which businesses create or destroy value with others - extend well beyond financial impacts to include the workplace, procurement and delivery of goods and services, and shaping perceptions held about corporate behavior. This book uses simple frameworks to demonstrate why and how today's corporations co-create enduring value with multiple stakeholders simultaneously. By introducing multiplier effects and spillover effects, the frameworks move the attention of management beyond direct impacts to examine indirect impacts that create or destroy value connected to the core of the business. By purposely connecting with stakeholders through information-sharing, and effectively managing myriad impacts along supply and distribution chains, companies are poised to provide solutions and co-create value.

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