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Creating Shared Value – Concepts, Experience, Criticism

- Provides a unique view on “creating shared value” by offering interdisciplinary contributions to its theoretical, conceptual and practical aspects
- Connects and highlights the multidimensional aspects of the concept
- Offers a contribution to the current academic discussions on the well-received article of Michael Porter and Marc Kramer in Harvard Business Review in 2011

Over the last years, “Creating Shared Value” has become a much discussed concept in business practice as well as in management theory and especially in the context of corporate social responsibility. This book offers a contribution to the current academic discussions on the well-received article of Michael Porter and Marc Kramer in Harvard Business Review in 2011. In the light of the increasing references to the shared value concept, it develops a critical discussion on its fundamentals and its implications for the relationship between economy and society. By that, the book seeks to shed light on the understanding of the role and the nature of the firm in a globalized economy. The result is a collection of interdisciplinary academic reviews which offer interdisciplinary reflections on “Creating Shared Value” to illuminate theoretical, conceptual and practical challenges of the topic. Within the fields of Business Ethics, Theory of the Firm, Management and Philosophy, researcher, students and practitioners will be given a deeper insight on how to approach to the concept in a conceptual and philosophical way.

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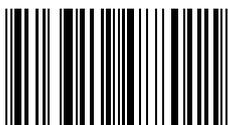
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