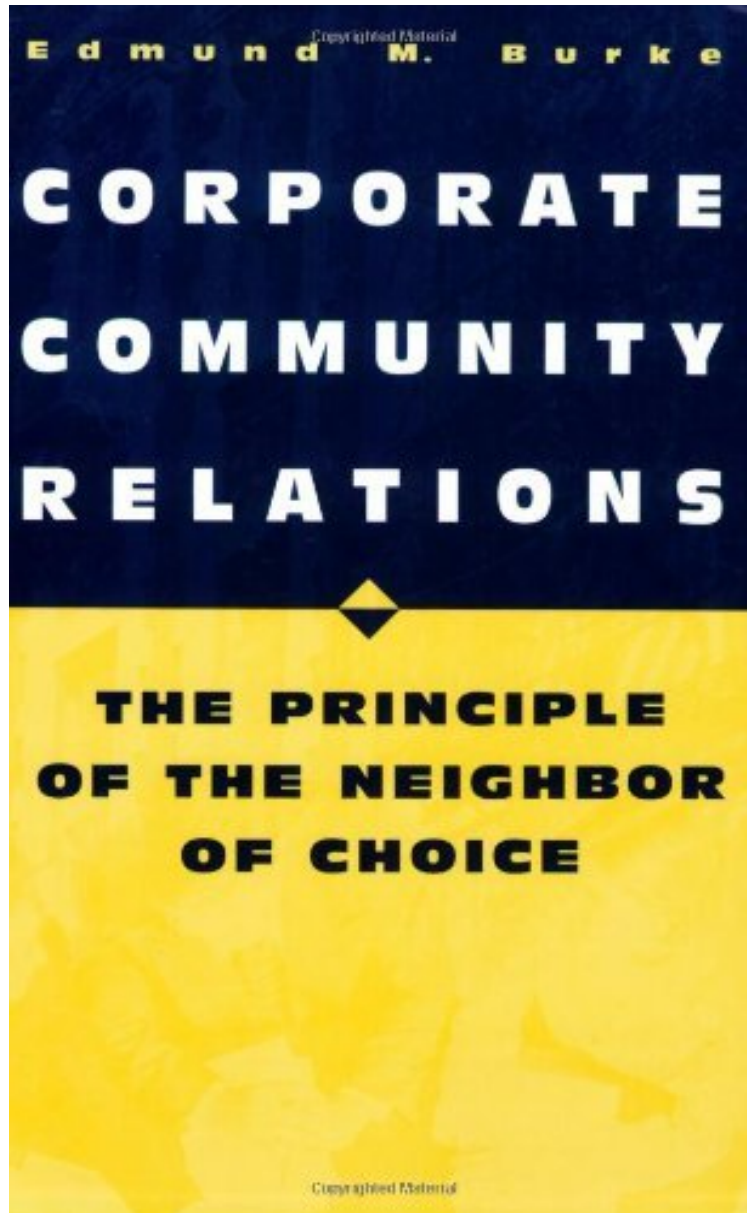


Corporate Community Relations: The Principle of the Neighbor of Choice

Edmund M. Burke

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Edmund M. Burke : Corporate Community Relations: The Principle of the Neighbor of Choice before purchasing it in order to gage whether or not it would be worth my time, and all praised Corporate Community Relations: The Principle of the Neighbor of Choice:

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Burke challenges the current thesis that companies should act responsibly toward communities and societies. Instead, he shows that changes in society mandate that companies must develop strategies and programs that foster a reputation of trust in local communities in order that they preserve their license to operate. Burke describes strategies and programs of action that enable companies to develop trust and thus maintain their license to operate. He also describes ways to use philanthropy and volunteer programs to achieve a competitive advantage. The public environment in which companies operate has changed significantly since the 1970s. Communities, in response to elected officials and community groups, are demanding that companies observe new norms of behavior. They expect companies to respect the environment, respond to the concerns of the community residents, and contribute to the support of community institutions. As Burke illustrates, a company's community reputation also affects the behavior of consumers and employees. Consumers prefer to buy products from companies that are involved in the community. Employees are attracted to companies that have a good community reputation. Just as successful companies need to be a supplier of choice, an employer of choice, and an investor of choice, they now have to become a neighbor of choice. They have to behave in ways that build a legacy of trust in order to be positioned positively in the community. As Burke shows, to be a neighbor of choice, a company has to pursue three strategies: build sustainable and ongoing relationships with key community individuals, groups, and organizations; institute procedures that anticipate and respond to community expectations, concerns, needs, and issues; and focus the company's community programs on ways that promote and strengthen the community's quality of life and which also support the business goals of the company. The strategies developed by Burke will be of great use to community and public affairs managers and general managers of corporations as well as CEOs and other executive officers. Students in courses on corporate strategy and general management will find the book of value, as will students in courses on non-profit management.

"Burke, director of Boston College's Center for Corporate Community Relations, provides an insightful analysis of the contribution businesses make to community well-being....Corporate social responsibility is a significant issue in today's business environment, and thus this book is a timely and important addition to academic and professional business collections."-Choice
"The book is one that needs to be seriously explored by anyone that needs to be seriously explored by anyone concerned for corporate and community interaction leading to improved quality of life,"-Global Focus: An International Journal Of Business Economics, and Social Policy
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"As the creator of Boston College's Center for Corporate Community Relations, Ed Burke brings great knowledge and expertise to his subject. Every senior executive concerned with their community will benefit from this work."-G. Craig Sullivan Chairman and Chief Executive Officer The Clorox Company
"Ed Burke has written an invaluable theoretical and practical guide to achieving excellence in responsible corporate citizenship. The book is a must read for CEOs and managers seeking to begin or enhance an effective community outreach program."-Virginia Rodriguez Director, Public Relations The Washington Post
"[This] is a book that every nonprofit should read to help corporations see philanthropy as a way to achieve business goals while they help communities achieve social goals. In today's competitive environment, it is essential to find ways that corporations can be heroes to their stockholders, customers, employees, and communities through enlightened use of corporate contributions."-Mark O'Connell President United Way of Metropolitan Atlanta
"As Director of the Center for Corporate Community Relations at Boston College, Ed worked with us to help turn our vision of being a leader in corporate social responsibility into reality. Over the years, the NBA has employed many of the principles described in this book to ensure that our league and team community relations efforts are strategic, focused, and effective."-Paula Hanson Senior Vice President, Team Operations National Basketball Association
"What practitioners and students will find most valuable about this book is the author's detailed explanations, based on a lot of first hand knowledge and years of practical course teaching, of how companies can develop 'neighbor of choice' strategies. There is much excellent guidance with accompanying practical tools for companies seeking to understand their various communities,

develop mutually beneficial working relationships with them, and keep the whole process under regular review."-Chris Marsden Director, Corporate Citizenship Unit Warwick Business School University of Warwick Warwick, England

About the Author EDMUND M. BURKE is Founder and Director Emeritus of the Boston College Center for Corporate Community Relations. He has worked with over 800 corporations around the world doing executive education, consultation, and research. He has taught community planning in graduate schools of social work and worked as a community planner in Williamsport and Pittsburgh, Pennsylvania and Marion, Ohio. Dr. Burke served as Dean of the Graduate School of Social Work at Boston College. He was a member of the White House Domestic Policy Council from 1978 to 1980, and he chaired the White House Conference on Strategic Planning.