

[Download free ebook] Everybody's Business: The Unlikely Story of How Big Business Can Fix the World

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Jon Miller

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Jon Miller : Everybody's Business: The Unlikely Story of How Big Business Can Fix the World before purchasing it in order to gauge whether or not it would be worth my time, and all praised Everybody's Business: The Unlikely Story of How Big Business Can Fix the World:

1 of 1 people found the following review helpful. Will Nike and Coca-Cola Save the World? By Mal Warwick For the past three decades and more, a movement has been underway in the business community to incorporate concerns for people and the planet into the policies and practices of Big Business. Various called socially responsible business, corporate social responsibility (CSR), the triple bottom line, or by many other imprecise names, this movement for

change in the way business is conducted has gained great momentum during the past fifteen years. It's the rare business school nowadays that lacks courses in CSR or related topics, and most of the larger schools have semi-autonomous institutes or centers devoted exclusively to this pursuit. Few major corporations fail to broadcast their adherence to CSR either in their communications to the public or with their own employees. CSR sells. Regrettably, in most companies, CSR is cosmetic. Such programs typically include initiatives to lighten the company's footprint on the environment, broaden employees' engagement with the communities where they do business, or expand corporate philanthropy; programs that, in other words, are designed to make the company look good without changing anything meaningful. However, there is a small but growing number of major corporations (and many thousands of smaller businesses) in which the principle of the triple bottom line ('People, Planet, and Profit') is now embedded in the decision-making process in every aspect of the company's conduct. Those are the companies highlighted in *Everybody's Business*. In this fascinating, in-depth look at the mission-based operations of Nike, PepsiCo, IBM, GlaxoSmithKline, Google, and other major companies, Jon Miller and Lucy Parker have brought to light the increasingly common concern among Big Business leaders about the inadequacy and counter-productiveness of the late conservative economist Milton Friedman's views that 'the business of business is business' and that the only legitimate function of any for-profit company is to enrich its stockholders. A new generation of business leadership now coming to the fore is upending this conventional wisdom and reconceptualizing the reasons why their companies need to stay in business. In a number of the world's biggest multinationals, that process of rethinking is leading them to the conclusion that their true purpose is to make the world a better place. The many brief case studies cited in this book are based largely on face-to-face interviews conducted all over the world, sometimes with a company's CEO to highlight the firm's new direction, sometimes with the hands-on manager of a beneficial initiative, sometimes with beneficiaries of the company's commitment to share its resources (time, talent, and treasure). 'Our proposition in this book,' the authors write, 'is that if you want to fix the world, you're better off harnessing the power of business than fighting it.' As a survey of some of the most impressive Triple-Bottom-Line initiatives in today's world, *Everybody's Business* is superb. It's obviously well researched, it's well-written, and it's structured in an engaging way. However, Miller and Parker stray far from their subject matter by appending a lengthy chapter about 'the eleven conversations' that they assert dominate corporations' concern for the future. The long, detailed typology of these eleven strategic topics — enduring themes in the global debate, such as energy and climate change, education and skills, health and human rights — is clearly an exercise in overreaching. This book would have been far stronger without it. The authors are partners in a British corporate communications firm, the Brunswick Group. Lucy Parker's previous experience was principally as a documentary filmmaker for the BBC and an executive coach. Jon Miller comes from the advertising world, where he served as strategy director for leading agencies, working with such companies as Coca-Cola and American Express and NGOs including Amnesty International, Greenpeace, and WWF. They spent two years together researching and writing *Everybody's Business*.

Sometimes it seems as if business exists purely to enrich a small elite. While the world is facing unprecedented challenges, it appears that businesses are only interested in making profits or paying bonuses. Big businesses are powerful machines. We all know they have the potential to cause enormous social and environmental harm; but with their resources and expertise they can also be great engines of positive change. Rather than fighting the power of business, should we be seeking to harness it? *Everybody's Business* is a journey through the business world. We meet the companies that are driving business forward by mobilising to tackle the challenges we all face. At its heart, this is a story of businesses doing what they do best: delivering products and services that people need, creating jobs and finding new ways to solve old problems. It's a story of people taking the initiative, and finding inspiration in the positive impact of their actions. We see how some of today's leading companies are realising that lasting success comes from having a purpose broader than making a profit. They know that business should benefit customers, employees, suppliers, neighbours and the wider world, as well as shareholders. Enduring value comes from making business work for everybody.

"This is such an important theme. The world is facing historic challenges, and we're going to have to turn to business to help grapple with them. I'm 100% in agreement with this argument." Dominic Barton, Managing Director McKinsey Company "Getting your head around the relationship between business and society is complicated and knowledgeable and independent interpreters are few and far between. But you're in very safe hands with Jon Miller and Lucy Parker." Jonathon Porritt, Environmentalist and Writer "Miller and Parker provide an inspiring and practical read." David Grayson, Ethical Corporation "Along with challenge there is a great deal of optimism - Much more interesting than simply looking at how we limit the damage corporation can do, this book addresses how a successful corporation one on track can make a positive impact on the society around it - An aspect I found challenging was how many of the great examples to follow were clients of the Brunswick Group, where the authors work. I found myself

searching online to check NGO responses to the claims. But that, of course, is one of the most interesting strands of this book: that with the changes driving our world businesses can no longer control the conversation and transparency is as crucial for a business as for a successful book." Progress, Karen Landles

About the Author
Jon Miller has worked all over the world with global brands such as Coca-Cola and American Express. He was Strategy Director for Mother, one of the most awarded creative agencies in the world, and spent many years with Ogilvy. Jon has created campaigns for many NGOs, including Amnesty, Greenpeace and WWF, as well as developing communications strategies for government campaigns. Lucy Parker has spent much of her working life as a documentary-maker for the BBC. She went on to make films about businesses around the world and has worked as a coach and adviser to the leaders of some of the world's biggest companies. In government, she led the Prime Minister's Taskforce on Talent and Enterprise, focused on the importance of skills to competitiveness in the global economy. Today, Lucy and Jon are working together on one of the world's most contentious challenges: helping companies get to grips with their role in society. They are partners of the Brunswick Group, one of the world's leading corporate communications firms.