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The Role of Business in Society: Creating Shared Value

by Michael E. Porter

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Abstract

The ideas drawn from "Creating Shared Value" (Harvard Business Review, Jan 2011) and "Competing by Saving Lives" (FSG, 2012).

Keywords: Society; Canada;

Language: English | Format: Print

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Porter, Michael E. <u>"The Role of Business in Society: Creating Shared Value."</u> Distinguished Speaker Series Series, University of Calgary, Alberta, Canada, February 12, 2014.

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Contact

Division of Faculty & Research

Harvard Business School Soldiers Field Boston, MA 02163 infoservices@hbs.edu

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Michael E. Porter Strategy

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