

## The Key: How Corporations Succeed by Solving the World's Toughest Problems: How Corporations Succeed by Solving the World's Toughest Problems (Hardback)



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### ***Reviews***

*Extremely helpful to any or all category of individuals. It really is rally fascinating throgh studying time period. I am just quickly could possibly get a pleasure of reading a composed ebook.*

*(Lawrence Keeling)*

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McGraw-Hill Education - Europe, United States, 2014. Hardback. Book Condition: New. 230 x 160 mm. Language: English . Brand New Book. Climate change. Income inequality. World poverty. Who can solve these global problems? Corporations. Never before have corporations been so large, so wealthy, so powerful, and so rich in human creativity and endeavor. Organizational change expert Professor Lynda Gratton shows that it is now critical that these corporations step up to play a more positive role in the world by building inner resilience, actively anchoring themselves in their communities and supply chains, and leveraging their unique capabilities to address complex global challenges such as climate change and youth unemployment. In *The Key*, Gratton maps out how bringing resilience to a fragile world starts with what happens inside a corporation-when intelligence and wisdom are amplified, emotional vitality enhanced, and social connections harnessed. She explains how corporations can leverage this inner resilience to help solve global problems and how a corporation's unique innovative, scaling and mobilizing, and alliance building capabilities-are some of the tools for combating global ills. Both realistic and optimistic, *The Key* is a practical guide that provides the rationale, strategies, and tools you need to not only spearhead resilience for your own company but also how to use this resilience to contribute to the betterment of the world. Building on her unique research base, Gratton provides insights from more than 20 companies from across the world including Vodafone, Unilever, Tata Consulting Services, and Natura to illustrate the very real benefits of aligning organizational interests with those of the world. To create a good future, Gratton writes, it is crucial that those who lead corporations become increasingly transparent about their actions and intentions and see themselves as part of the wider world they inhabit. The world's business leaders...



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