

Notable Books

Value Shift

By Lynn Sharp Paine

Going Global

By Marc Lindenberg and Coralie Bryant

Marketing Research that Won't Break the Bank

By Alan R. Anderson

The New Economy of Nature

By Gretchen C. Daily and Katherine Ellison

Stanford Social Innovation Review
Spring 2003

Copyright © 2004 by Leland Stanford Jr. University
All Rights Reserved

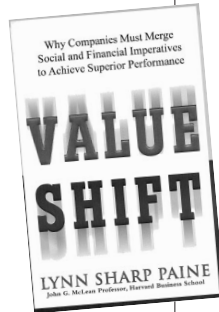
DO NOT COPY

VALUE SHIFT

Lynn Sharp Paine

Hardcover: 288 pages, McGraw-Hill (2002), \$19.57

Lynn Paine, a professor at Harvard Business School, has penned an engaging book that unravels the complicated issues surrounding business ethics. Much of corporate social responsibility – ranging from treating employees honestly to being charitable to the community – is based on a vague notion that “ethics pays.” Drawing upon history, philosophy, management literature, and case studies, Paine argues that sometimes there is an overlap between ethics and the financial bottom line and sometimes there isn’t. By her calculation, the charitable practices of companies like Timberland fall outside of the overlap and are not sustainable in the long run. Especially in lean years, companies need to think strategically about the costs and benefits of business ethics. Paine presents a model to help people leading corporate responsibility initiatives make thoughtful decisions. —Perla Ni



goals, advocacy, accountability, and partnerships. One of the greatest struggles of these leaders, the book points out, is to demonstrate the impact of their organizations to skeptical donor agencies. Humanitarian emergencies are becoming more complex due to internal displacement of refugees. At the same time, donor agencies increasingly want quantitative evidence of success. But it is difficult to demonstrate success when some of the food aid gets diverted to paramilitary groups, or when rival gangs see refugee camps as legitimate targets. Humanitarian aid agencies are getting pinched even though their central mission has not changed. The worst criticism is that humanitarian aid sometimes prolongs wars and conflicts by feeding the warriors. How can these agencies combat this? Who is going to be an external evaluator? *Going Global* probes these questions.

—David F. Suarez

MARKETING RESEARCH THAT WON'T BREAK THE BANK

Alan R. Andreasen

Hardcover: 277 pages, Jossey-Bass (2002), \$19.57



Research should help managers make decisions, and this straightforward book by Georgetown University marketing professor Alan Andreasen offers a primer in how to conduct effective market research on a shoestring. The key, argues Andreasen, is to think clearly and critically about what information you need before spending money on market research. Andreasen sets out some general strategies for how to both design your marketing experi-

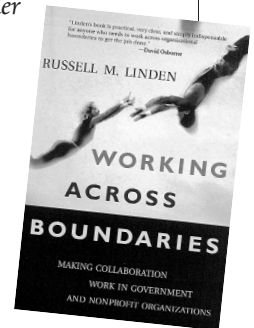
ments and produce valid, actionable data in a cost-conscious way. Packed with examples and practical advice about everything from designing surveys to interpreting statistics, the book shows you how to reveal the needs and wants of your customers or clients.

—Claire Alexander

THE NEW ECONOMY OF NATURE

Gretchen C. Daily and Katherine Ellison

Hardcover: 260 pages, Island Press/Shearwater Books (2002), \$17.50



Stanford ecologist Gretchen Daily and Pulitzer Prize-winning journalist Katherine Ellison describe a new approach to environmental conservation that takes market realities into account, rather than relying upon philanthropy and altruism.

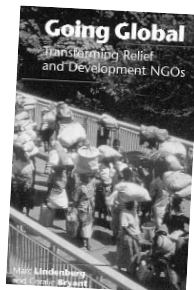
Through engaging examples from New York City’s investment in conservation of wetlands and stream-side habitat in the Catskills to orange juice companies footing the bill for ecological protection in Costa Rica, you’ll meet entrepreneurs who are overcoming the challenges of making conservation profitable. Whether it’s in pollination, waste processing, carbon sequestration, or water filtration, entrepreneurs are finding ways to market nature’s services while providing people with incentives to conserve intact ecosystems. Although the efforts described have not all been successful, the book demonstrates how pioneering entrepreneurs are finding opportunities to make money while helping communities preserve the environment.

—Carl Palmer

GOING GLOBAL

Marc Lindenberg and Coralie Bryant

Paperback: 288 pages, Kumarian Press (2001), \$18.17



In this book, the leaders of international humanitarian organizations, such as CARE, Oxfam, Médecins Sans Frontières, World Vision, Save the Children, and Plan talk candidly about management strategy, organizational