



Growing Local Value: How to Build Business Partnerships That Strengthen Your Community (Social Venture Network Series)

Laury Hammel, Gun Denhart

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Growing a successful business is about meeting the needs of customers--and, by extension, the needs of the entire community. Turn your business into a good citizen and you can help ensure its success and contribute to making your community a great place to live and work. Growing Local Value shows how to build a values-driven business that is deeply embedded in local life.

Drawing on real-world examples from Greyston Bakery, Wild Planet Toys, Powell's Books, and many other companies, Laury Hammel and Gun Denhart show how you can leverage every aspect of your business--from product creation to employee recruitment, vendor selection, and raising capital--to benefit both the community and the bottom line. Growing Local Value explores in depth how your business can contribute to its community--and the benefits it will receive when it does.

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