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Rethinking Capitalism

by [Michael E. Porter](#)

Abstract

Michael E. Porter, Harvard University professor, explains why business leaders must focus on shared value—creating products and services that benefit not only the company but also society. He is the coauthor of the HBR article [Creating Shared Value](#).

Keywords: [Society](#); [Strategy](#); [United States](#);

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About the Author



[Michael E. Porter](#)

Bishop William Lawrence University Professor

[Strategy](#)

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