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# Creating Shared Value: Redefining Capitalism and the Role of the Corporation in Society

by [Michael E. Porter](#)

## Abstract

This presentation draws on ideas from Professor Porter's books and articles, in particular, *Competitive Strategy* (The Free Press, 1980); *Competitive Advantage* (The Free Press, 1985); "What is Strategy?" (Harvard Business Review, Nov/Dec 1996); and *On Competition* (Harvard Business Review, 2008).

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

Language: English Format: Print [Read Now](#)

## Citation:

Porter, Michael E. "[Creating Shared Value: Redefining Capitalism and the Role of the Corporation in Society.](#)" Mitsui HBS Global Management Program, Boston, MA, July 12, 2011.

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