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The Role of Corporations in Society: Creating Shared Value

by Michael E. Porter

Abstract

The ideas drawn from "Creating Shared Value" (Harvard Business Review, Jan 2011) and "Competing by Saving Lives" (FSG, 2012).

Keywords: <u>Society</u>; <u>Colombia</u>;

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About the Author



<u>Michael E. Porter</u> Bishop William Lawrence University Professor <u>Strategy</u>

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