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New Opportunities for Company Performance and Purpose: 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: [Society](#); [United States](#);

Language: English [Read Now](#)

Citation:

Porter, Michael E. "[New Opportunities for Company Performance and Purpose: Creating Shared Value.](#)" Harvard Business School Creating Shared Value Club, Boston, MA, United States, March 13, 2013.

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