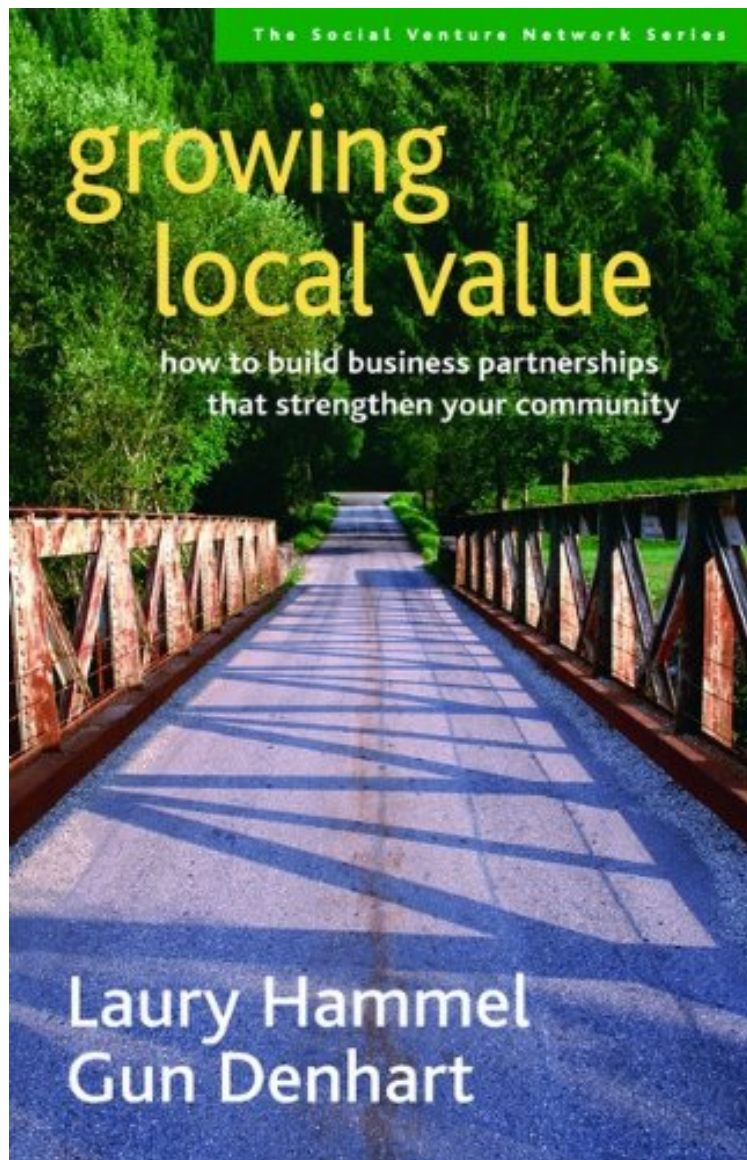


[Library ebook] Growing Local Value: How to Build Business Partnerships That Strengthen Your Community (Social Venture Network Series)

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

*Laury Hammel, Gun Denhart*

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**Laury Hammel, Gun Denhart : Growing Local Value: How to Build Business Partnerships That Strengthen Your Community (Social Venture Network Series)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Growing Local Value: How to Build Business Partnerships That Strengthen Your Community (Social Venture Network Series):

4 of 4 people found the following review helpful. Local Business is Smart BusinessBy Shel HorowitzAnother wonderful title in Berrett-Koehler's Social Venture Network series, Growing Local Value profiles a number of successful companies who see themselves as partners with their communities--and shows how these businesses can market successfully by distinguishing themselves from faceless corporate competition. Examples: An independent bookseller in Utah who says, "the real pleasure in bookselling comes in pairing the right book with the right person", a San Francisco chain of boutique hotels, restaurants and day spas where each unit provides a completely different experience, and where a "hotel matchmaker" channels guests into the facility that best matches their tastes: concerning itself with "creating wonderful dreams" rather than providing a mere place to sleep, a large bakery that provides jobs to people formerly seen as unemployable (and got the contract to supply Ben Jerry's, probably as a direct result of this social commitment), and does so in such a way that the company is protected, and the employees can get away from the poverty, prison, and drug problems of their pasts, a garden supply company that helped revitalize the blighted neighborhood it called home.All of these, and most of the other numerous examples in the book, were good for the community AND highly profitable.Different chapters look at \* Putting the customer and community first \* Financing without compromising values \* Making employees into partners \* Partnering with other local businesses, government entities, and nonprofits (separate chapters) \* My favorite chapter, on turning sustainable principles into competitive advantages7 of 7 people found the following review helpful. Idea generator!By Andre R. WozniakThis book is not a passive read. If you are a local business owner or you're thinking of starting a local business, this book will help you go through the challenging aspects that every business owner should consider. Within the chapters are general ideas of how to best achieve your goals in the different areas of business ownership. Also provided are numerous examples of actual accounts from businesses trying different strategies and how it turned out for them - the good and the bad. I highly suggest this book as it will have you thinking about all the solutions available to helping your business thrive in a very community-friendly kind of way.6 of 6 people found the following review helpful. Read This BookBy B. MireAn excellent and valuable guide for anyone who wants to start a local business, or for those of us who are looking for ways to bring homegrown businesses back to our neighborhoods. Using examples of successful entrepreneurs, including, thankfully, minority entrepreneurs, Mr. Hammel and Mr. Denhart provide step-by-step instructions on how we can bring back and sustain community enterprises or, at the very least, compete successfully alongside the cookie-cutter companies that are ripping the heart out of our cities and towns.

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.