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For Immediate Release

Just Good Business

The Strategic Guide to Aligning Corporate Responsibility and Brand

By Kellie A. McElhaney

If you doubt the impact that corporate social responsibility (CSR) strategy can have on a business's bottom line, look no further than one of its least likely champions—Wal-Mart. After receiving employer-provided training on sustainability, one low-ranking employee suggested removing the light bulbs from store vending machines would prevent wasting energy while also saving the company money. As it turned out, this employee was right on the money. When headquarters crunched the numbers, they found that removing the light bulbs from all of their in-store vending machines would save the corporation \$1 million a year.

Despite CSR's hard-earned ascendance into mainstream business practice, few companies do it well, and even fewer know how to effectively communicate their CSR strategy and initiatives to their stakeholders—customers, shareholders, suppliers, and employees. These companies are missing significant opportunities for reputation, branding, talent management, and profits. Enter Kellie McElhaney and her new book *Just Good Business*. One of the most respected experts on CSR practices, McElhaney shows business leaders how to develop the right CSR initiatives—ones that *accentuate* a company's overall brand—while also offering practical business tools to ensure that those activities are effectively communicated and branded internally and externally.

McElhaney draws on over ten years of consulting experience inside companies grappling with developing strategically aligned CSR initiatives. The book's case studies, examples, best practices, and strategic recommendations span a host of industries and sectors and draw upon her work with

—over—

leading corporations, such as McDonald's, Nokia, Levi Strauss, Digicel, Birkenstock, Gap Inc., HP, and Pepperidge Farm.

Savvy companies carefully manage their brand in every area. CSR shouldn't be any different. ***Just Good Business*** offers a detailed blueprint that any company can use to ensure its CSR strategy delivers significant, quantifiable, bottom-line benefits.

*"Kellie McElhaney is THE leading expert and advocate for CSR. There's simply no one better. We've benefited enormously from her counsel and collaboration. I strongly recommend **Just Good Business** to business leaders who want to make CSR an integral part of their overall brand strategy."*

—Gary Elliott, Vice President, Corporate and Brand Marketing, Hewlett-Packard

"Kellie McElhaney's book offers a practical and visionary approach to corporate social responsibility in business. This book will be invaluable to business leaders everywhere on how to approach and communicate the benefits of CSR in business strategy."

—Enda Kelley, Partner, Ernst & Young

*"For organizations looking to propel their current corporate social responsibility efforts, McElhaney's practical and inspiring book **Just Good Business** is a must read. Kellie has helped us at McDonald's to better understand and evolve our thinking around this important subject. This book provides a meaningful roadmap for those who also want to achieve new levels of strategic CSR."*

—Bridget Coffing, Vice President, Corporate Communications, McDonald's Corporation

Kellie A. McElhaney is the John C. Whitehead Faculty Fellow in Corporate Responsibility and founder and Faculty Director of the Center for Responsible Business at the Haas School of Business, University of California, Berkeley. She developed and launched the center in January 2003. She consults many Fortune 500 companies and was named a 2005 Faculty Pioneer for Institutional Leadership in the Aspen Institute's biennial report Beyond Grey Pinstripes.

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By **Kellie A. McElhaney**

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Kellie McElhaney is available for interviews. If you have any questions about her or *Just Good Business*, please contact Peter Cavagnaro at pcavagnaro@bkpub.com or (415) 743-6469.