



# Creating Value in Nonprofit-Business Collaborations: New Thinking and Practice

*James E. Austin, M. May Seitanidi*

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**Collaboration between nonprofits and businesses is a necessary component of strategy and operations.**

*Creating Value in Nonprofit-Business Collaborations: New Thinking & Practice* provides breakthrough thinking about how to conceptualize and realize collaborative value. With over a hundred case examples from around the globe and hundreds of literature references, the book reveals how collaboration between businesses and nonprofit organizations can most effectively co-create significant economic, social, and environmental value for society, organizations, and individuals. This essential resource features the groundbreaking Collaborative Value Creation framework that can be used for analyzing the sources, forms, and processes of value creation in partnerships between businesses and nonprofits. The book is a step-by-step guide for business managers and non-profit practitioners for achieving successful cross-sector partnerships. It examines the key dimensions of the Collaborative Mindset that shape each partner's collaborative efforts. It analyzes the drivers of partnership evolution along the Collaboration Continuum, and sets forth the key pathways in the Collaboration Process Value Chain. The book concludes by offering Twelve Smart Practices of Collaborative Value Creation for the design and management of cross sector partnerships. The book will empower organizations to strategically increase the potential for value creation both for the partners and society.

Praise for *Creating Value in Nonprofit-Business Collaborations: New Thinking & Practice!*

*"This is a playbook for enabling business and nonprofits to co-create shared value. These new types of collaborations about creating value, rather than the tense standoffs of the past, are part of the way we will create actual solutions to society's challenges."*

**Michael J. Porter, Bishop William Lawrence University Professor, Harvard Business School**

*"Co-creating value is a powerful concept Jim Austin and May Seitanidi are sharing with us that will bring business and non-profit leaders to a new level of understanding and performance. This new book is the indispensable guidebook for leaders of the future."*

**Frances Hesselbein, Founding President and CEO of the Frances Hesselbein Leadership Institute, Former CEO of the Girl Scouts of America, and Holder of Presidential Medal of Freedom**

*"I love the book! While it focuses on "cross sector" collaboration, it should be read by every executive in the "for-profit" sector. Business is about how to collaborate with stakeholders to create value. This book tells you how to do it. Bravo!"*

**R. Edward Freeman, University Professor and Olsson Professor The Darden School University of Virginia**

*"Finally a book that demystifies what is probably the single most indispensable strategy for advancing social change: cross sector collaboration that creates genuine, measurable value for all. The book is an original and valuable resource for both the nonprofit and business sectors, providing a promising new roadmap that shows how to go beyond fighting for one's share of the pie, to collaboration that actually makes the pie grow."*

**Billy Shore, Founder and CEO of Share Our Strength and Chairman of Community Wealth Ventures**

*"Professors Austin and Seitanidi provide essential guidance for managers determining how to produce benefits for their organizations and high impact for society. This is an informed, thoughtful, and practical analysis."*

**Rosabeth Moss Kanter, Ernest L. Arbuckle Professor of Business Administration, Harvard Business School and author of SuperCorp: How Vanguard Companies Create Innovation, Profits, Growth and Social Good**

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