



# The Stakeholder Strategy: Profiting from Collaborative Business Relationships

*Ann Svendsen*

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In today's networked, highly competitive, and global economy, value is created collaboratively between a company and its stakeholders -- employees, investors, customers, suppliers, and communities. "The Stakeholder Strategy" presents a new approach to management that is focused on collaboration. It addresses concerns about the bottom line (can collaboration increase profits?) and societal pressures to improve overall quality of life. It also includes a practical step-by-step guide, which companies can use to forge a network of powerful and profitable collaborative stakeholder relationships.

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