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Win-Win for the Greater Good

Bruce W Burtch

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Win-Win for the Greater Good Bruce W Burtch
"Win-Win for the Greater Good provides the "how to" blueprint for organizations of any size and from any sector to build highly productive partnerships. It reveals the true essence of success - focusing on the business objectives of your partner, while striving together to create a greater good."
Casey Sheahan, CEO, Patagonia, Inc.

"Win-Win lucidly captures Bruce Burtch's decades of practitioner wisdom on cross-sector partnerships. The book is filled with rich examples and insightful practical guidance on how to build powerful partnerships. Read it and learn from a master!"
James E. Austin, Eliot I. Snider and Family Professor of Business Administration, Emeritus, Harvard Business School Author, *The Collaboration Challenge*

"A "must read" for any organization. Through real stories and his deep experience, Bruce Burtch proves that magic can happen when a partnership is focused on creating a greater good." Howard Behar, President, Starbucks Coffee International, Retired

"Best book ever written on this important subject! A treasure chest of ideas for creating good." Mary O'Mara, Executive Director, Marinlink "

"America had Christopher Columbus. Cause marketing has Bruce Burtch. A man of firsts like the great explorer, Bruce has been designing innovative, highly-successful cross-sector partnerships since 1975. Win-Win for the Greater Good will help you chart a course for success for your organization and for a better world."
Joe Waters, Selfishgiving.com, The Web's #1 Cause Marketing Blog Co-author, *Cause Marketing for Dummies*

Win-Win for the Greater Good is the most comprehensive "how-to" guidebook on building highly successful partnerships between the for-profit, nonprofit, education and/or government sectors. Learn how to ignite the revenue and reputation of all your stakeholders while creating a greater good for society. With over 35 years of in-the-trenches work in creating innovative, record-breaking cross-sector partnerships, author Bruce Burtch has helped Fortune 500 corporations and local businesses, national, regional and local nonprofits, education districts and governmental agencies.

Called the "Father of Cause Marketing" Bruce is internationally-recognized as a pioneer and leading expert in building cross-sector partnerships and highly creative, impact-producing cause marketing campaigns. This book takes the reader step-by-step and walks them through his entire proven process of finding the best partners and developing partnerships that will accomplish their individual and collective business objectives while always focusing on the greater good. Win-Win for the Greater Good is a must read for any organization.

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