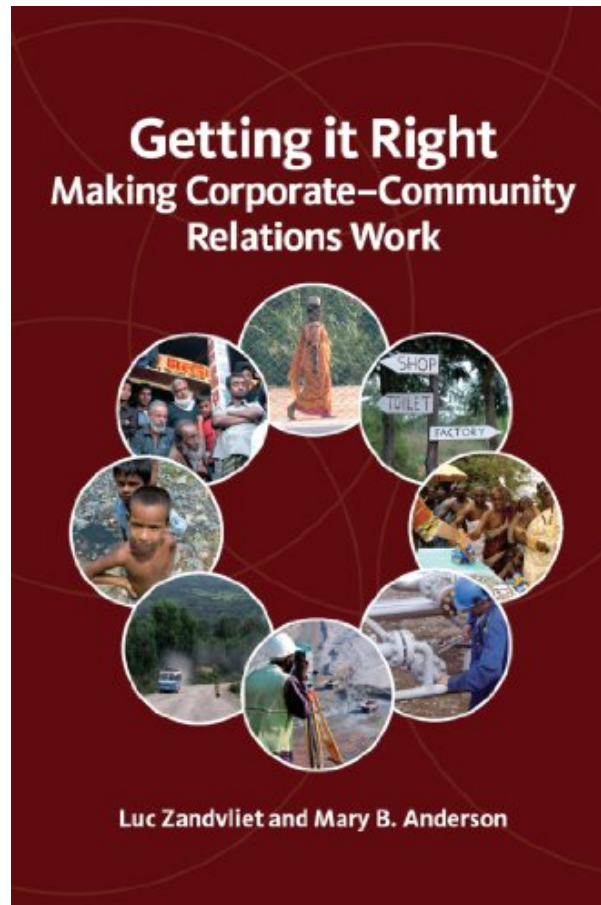


# GETTING IT RIGHT BY LUC ZANDVLIET, MARY ANDERSON



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# Getting it Right

## Making Corporate–Community Relations Work



Luc Zandvliet and Mary B. Anderson

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## **Review**

"Getting relations right with communities is critical to business success but very challenging. This extraordinary multi-year global study of business and community interactions is richly filled with insightful, practical, and clear advice on how companies and communities can avoid costly mistakes and construct powerful and mutually beneficial relationships." (James E. Austin, Eliot I. Snider and Family Professor of Business Administration, Emeritus)

"Why do so many corporations, despite the best of intentions, get it wrong when they set up shop in poor communities? This book not only clearly explains why, but it also offers a rich array of practical and sensible recommendations on how to get it right, based on years of painstaking field research and analysis of the complex interactions between communities and corporations. This book not only fills an important gap in the corporate social responsibility field but its principles and advice help us understand what we mean when we speak of sound and sustainable development. It should be required reading for the executive about to embark on a field posting, but also by any development practitioner that is interested in understanding how to interact with poor communities." (Ian Bannon, Sector Manager, Fragile States, Conflict and Social Development, Africa Region)

## **About the Author**

Mary B. Anderson is the Executive Director of CDA Collaborative Learning Projects. Mary earned her PhD in Economics from the University of Colorado in Boulder and held a postdoctorate appointment at the Massachusetts Institute of Technology. She has served as Program Associate for the Harvard Institute for International Development and as Acting Director of the Bunting Institute at Radcliffe College. Her international work began in 1961 in East Africa where she worked as a Community Development Assistant for the Tanganyikan (now Tanzanian) government, living in villages in the Northern and Central Provinces. Since then, she has worked in over 70 countries in the fields of education, local technology development, conflict analysis and peace building, humanitarianism, and development. She has consulted with governments, the World Bank, United Nations agencies and numerous non-governmental NGOs. She is the author of numerous articles, programming documents, and of several books that deal with humanitarian and development assistance in poor or warring societies. She has been closely engaged in the work that produced this book, involved in several of the site visits and headquarters consultations from which the lessons were derived. Luc Zandvliet is the Director of the Corporate Engagement Project at CDA Collaborative Learning Projects. He earned an MSc in Personnel Management at Tilburg University in the Netherlands and an MA

in Humanitarian Assistance at The Fletcher School of Law and Diplomacy at Tufts University. He has worked with humanitarian agencies such as Médecins Sans Frontières Holland and the International Committee of the Red Cross in various crisis areas, often the same areas where companies also have a presence. These experiences prompted him to ask how it is possible to make sure that corporations have positive, rather than negative, impacts on the lives of local stakeholders. This book is the result of that query. Since the Corporate Engagement Project began in 2000, Luc visited over 25 company sites in 16 countries in his work with CDA and he was involved in the majority of the fieldwork conducted for this book. He is currently working on integrating the lessons learned through the Corporate Engagement Project in new applications such as human rights risk assessments, risk assessment tools for the financial industry, and training and coaching approaches for field-based company staff.

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Suitable for corporate managers who are responsible for company operations in societies that are poor and politically unstable, this book helps them get it right with respect to interactions with local communities, so that they can accomplish their production goals and ensure that local communities are better off as a result of their presence.

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A good no-nonsense guide for managers

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The book is quite simple and pragmatical, with a lot of good ideas and remarks, even if it lacks (in my opinion!) some theoretical/historical/geographical perspective. The kindle edition is good value for money: if you are a manager in a foreign country who needs to engage the local community, you should definitely buy it and read it once.

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