

Serving the World's Poor, *Profitably* 1

C.K. PRAHALAD AND ALLEN HAMMOND

**The Competitive Advantage of Corporate
Philanthropy** 27

MICHAEL E. PORTER AND MARK R. KRAMER

What's a Business For? 65

CHARLES HANDY

The Virtue Matrix:

Calculating the Return on Corporate Responsibility 83

ROGER L. MARTIN

The Path of *Kyosei* 105

RYUZABURO KAKU

Can a Corporation Have a Conscience? 131

KENNETH E. GOODPASTER AND JOHN B. MATTHEWS, JR.

The New Corporate Philanthropy 157

CRAIG SMITH

From Spare Change to Real Change:

The Social Sector as Beta Site for Business Innovation 189

ROSABETH MOSS KANTER

About the Contributors 215

Index 219