



[human resources](#) →
[purchasing and procurement](#) →
[real estate and corporate assets](#) →
[branding and corporate citizenship](#) →
[untapped markets](#) →
[innovation and research & development](#) →

WHAT ARE your business challenges?



[Who We Are](#) | [FAQs](#) | [Press Room](#) | [Expert Resources and Publications](#) | [Public Policy](#) | [Corporate Commitments](#) | [Contact](#)
[Search](#)  [Home](#)

{ updates }

Read the newly published **2004 Win-Win Report** featuring 19 new company success stories

Listen to 2/24/04 Audio Conference

featuring TJX, CVS and other executives on training in Workforce Development

National spotlight on **regional approaches** to economic development in USA Today

Net Impact and the **Aspen Institute** featured in Financial Times article on social awareness in MBA programs

Center for Corporate Citizenship at Boston

Major corporations are addressing common business challenges with “win-win” strategies that provide competitive advantage through community investment. Win-win business strategies simultaneously boost the bottom line and benefit low-income communities. Executives are always looking for smarter ways to stay competitive, lower overhead, and increase revenue. Innovative companies from every industry are finding opportunity in low-income communities and their residents and are making investments in these communities that enable expansion into **untapped markets**, develop new cost-efficient **suppliers**, better manage their physical and financial **assets**, effectively recruit and retain a qualified **workforce**, leverage **innovation and R&D**, and build **brand image and reputation**.

Meet some of the **CEOs and executives** who are creating a “win-win” for major corporations and America’s low-income people.

Add your name to our mailing list and receive quarterly updates on the latest data and developments in win-win strategies.

If you are a small- or medium-sized business, [click here](#).

College on business-nonprofit
partnerships in the
Financial Times

TransFair USA and **SAI**
featured in USA Today

Social Investment Forum
report featured in the
Chronicle of Philanthropy

Download the All New
2004 Expert Media
Resource Guide

AccountAbility and CCCBC
launch new informational Web
site

© 2003 Laufer Green Isaac