

CONTENTS

Introduction.....4

For years, the best and brightest thinkers in America, from Michael E. Porter to Rosabeth Moss Kanter, have lauded the opportunities for corporate-community partnerships. Businesses, it was said, could find hidden



A Unique Process

The result of this multi-disciplinary approach was a research method that combined “best of breed” practices from marketing, branding, linguistic analysis, and social psychology. The research method was designed specifically to do two things: (1) move respondents to

- The typical prototype – used to draw inferences about category members as a whole, unless made clear we are operating with a nontypical case
- The ideal prototype – defines a standard against

meetings, conducting long meetings and engaging in long, complex communications were perceived as a

