Hybrid Organizations: New Business Models for Environmental Leadership

By Brewster Boyd, Nina Henning, Emily Reyna, Daniel Wang, Matthew Welch

Greenleaf Publishing. Paperback. Book Condition: new. BRAND NEW, Hybrid Organizations: New Business Models for Environmental Leadership, Brewster Boyd, Nina Henning, Emily Reyna, Daniel Wang, Matthew Welch, This book offers a glimpse into the future. The companies it describes are pioneers, the first-movers in market shifts that will eventually become mainstream. These "hybrid organizations" - or what others call "values-driven" or "mission-driven" organizations - operate in the blurry space between the for-profit and non-profit worlds. They are redefining their supply chains, their sources of capital, their very purpose for being; and in the process they are changing the market for others. Using a combination of high-level survey analysis and, more importantly, in-depth executive interviews, the book helps fill the present gap in literature on environmentally focused and financially driven for-profit businesses. Moreover, it highlights key trends and critical themes that enable this new wave of socially conscious and fiscally minded enterprises to be successful in meeting both sets of goals. The takeaway for readers of this book is not only an appreciation for common business practices that hybrid organizations adopt, but also an understanding of the complexity of the integration of such adoption that allows them to successfully achieve both mission-...

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Reviews

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