

# Joining Together for a Sustainable Future

Two books highlight the benefits of cross-sector partnering.

Reviewed by Terrence Fernsler

## Corporate Responsibility Coalitions

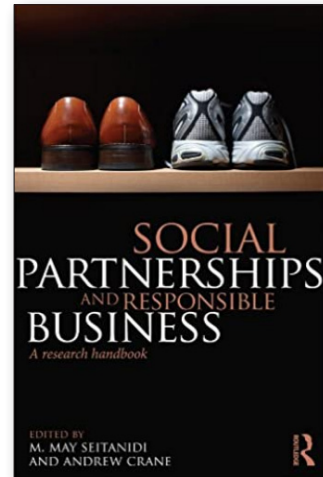
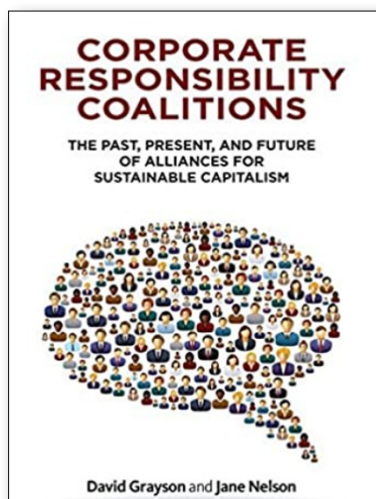
By David Grayson & Jane Nelson. Taylor & Francis Group ([taylorfrancis.com](http://taylorfrancis.com)).

The challenges facing our planet and humankind are greater than ever before. While corporations cannot – and should not – act alone to resolve them, businesses are such a pervasive part of society that their resources must be a part of the solution.

The need for collective action is urgent. Understanding the purpose and struggles of business-led social-responsibility coalitions will help nonprofits collaborate with them more effectively. *Corporate Responsibility Coalitions* explores the impact and potential of such alliances. It assesses how these groups help raise awareness, embed “green” practices, and increase inclusive, responsible growth.

The authors profile 12 of the most strategic, effective, and long-standing business-led responsibility coalitions. These coalitions are a prominent part of promoting responsible business in the for-profit sector worldwide. They play a central role in encouraging ethical practices that are sensitive to the environment and the needs of lower-income workers.

Because business-led coalitions have greater influence with the for-profit sector than most nonprofit and government organizations do, we must pay close attention to them. Only by working together will we be able to forge widespread, lasting solutions.



## Social Partnerships and Responsible Business

Edited by M. May Seitanidi & Andrew Crane. Routledge Publishing ([routledge.com](http://routledge.com)).


Partnering across the nonprofit, government, and business sectors has seen remarkable growth in the past 30 years. We’ve learned much about cross-sector partnering for social good during this time.

*Social Partnerships and Responsible Business* describes aspects of such partnerships, including:

- **the social issues** that have been addressed
- **factors that lead** to successful partnerships
- **traits needed by partners** if they’re to create the desired outcomes.

Cross-sector collaboration is increasingly the way to deal with today’s complex issues. Whether to partner is no longer the question; the question has become how to partner.

The contributors to this handbook explore management and governance challenges, including new forms of governance on a collaborative scale. They discuss putting theories into practice and letting go of the one-dimensional perspective of profit. All the contributors promote action toward social change through adaptations, adjustments, and new ways of doing business for partners in each sector.

Cross-sector partnerships can serve as bridges, connecting social issues and organizations from each sector. This book transforms how we think about social partnerships, which will help us improve our practices. It’s a dense yet important compilation that’s well worth reading for any nonprofit organization. 

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