

Corporate Hartz, LLC

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Below is the link to an article, "The Case Against Corporate Social Responsibility" from the Monday, August 23rd *Wall Street Journal* (section R if it's still lying around your office). It would be well worth your while to read it. Dr. Aneel Karnani, associate professor of strategy at the [University of Michigan's](#) Ross School of Business, takes on the "doing well by doing good" view of Corporate Social Responsibility today. As a long-time expert in this field, I could not agree more! At Corporate Hartz, we believe that each sector must play its societal role, and cooperate with the other sectors. For-profits have a fiduciary responsibility to make money; nonprofit organizations have a legal responsibility to serve the greater good; government's role is to serve as court of last resort to ensure that neither of the other sectors (nor itself) abuses its power. Dr. Karnani's article is both on-target and persuasive; I know that - no matter what your perspective - you will find it thought-provoking. For those of you who might find it surprising that I endorse "The Case Against Corporate Philanthropy," **I am glad to discuss how Dr. Karnani's concepts can apply to your enterprise!**

http://online.wsj.com/article/NA_WSJ_PUB:SB10001424052748703338004575230112664504890.html

As a friend of Corporate Hartz, you are invited to receive this occasional communication and are welcome to forward it to other interested people. One topic will be addressed in each issue, so please give it a chance to broach a subject important to you. Our intention is to reach out no more than monthly with RELEVANT insight and USEFUL information. If you prefer not to take advantage of this free counsel, please email corporatehartz@yahoo.com; we will remove you from this distinctive group.

Thank you for connecting with me on issues important to you and your organization.
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