

I'm not a bot































Mel HaaschA recent headline laments, "In a Warming World, Clean Energy Stocks Fall While Oil Prospers." The subhead explains, "The market is focused on making money now and isn't heeding urgent warnings about climate change." The message is clear: Despite the rise of stakeholder capitalism, corporations and investors are still motivated more by profits than by serving the public good. Latest New models could create a needed jolt of energy to workers, government agencies, and the economy alike. Creating profiles of your shareholders' individual interests can help you speak directly to their concerns. Five years after the Business Roundtable's call for companies to pursue more than just profit, enthusiasm has dwindled. Here's why they should recommit. As we shift away from the unique conditions that fueled global growth for the past 30 years, investors will need more capital — and more patience. As HBR turns 100, we look back on our original mission, how we've changed, and what the future holds. Highlights from this issue Focus on purpose and people. The profits will follow. To solve big, global problems, companies must rethink capitalism and how they collaborate, argues Mariana Mazzucato, professor in the economics of innovation... Charles Clinton Spaulding and Maggie Lena Walker built operations that supported and strengthened the communities around them. It's time to make it easier, not harder, for firms to raise, deploy, and return capital. Netflix, Costco, and others are moving cash to Black-owned banks and businesses in response to public demand. We don't need to reinvent capitalism. We just need to practice it.

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