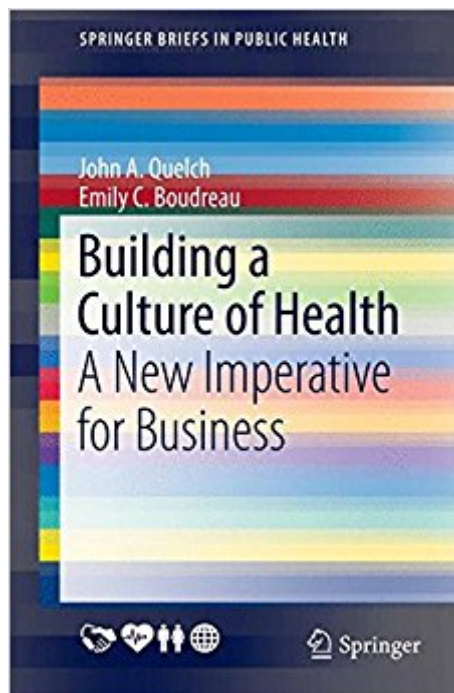




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Building A Culture Of Health: A New Imperative For Business (SpringerBriefs In Public Health)



Synopsis

This ambitious volume sets out to understand how every company impacts public health and introduces a robust model, rooted in organizational and scientific knowledge, for companies committed to making positive contributions to health and wellness. Focusing on four interconnected areas of corporate impact, it not only discusses the business imperative of promoting a healthier society and improved living conditions worldwide, but also provides guidelines for measuring a company's population health footprint. Examples, statistics and visuals showcase emerging corporate involvement in public health and underscore the business opportunities available to companies that invest in health. The authors offer a detailed roadmap for optimizing health-promoting actions in a rapidly evolving business and social climate across these core areas:

- Planning and building a culture of health
- Consumer health: How organizations affect the safety, integrity, and healthfulness of the products and services they offer to their customers and end consumers
- Employee health: How organizations affect the health of their employees (e.g., provision of employer-sponsored health insurance, workplace practices and wellness programs)
- Community health: How organizations affect the health of the communities in which they operate and do business
- Environmental Health: How organizations' environmental policies (or lack thereof) affect individual and population health

Implementing and sustaining a culture of health

Building a Culture of Health clarifies both a mission and a vision for use by MPH and MBA students in health management, professors in schools of public health and business schools, and business leaders and chief medical officers in health care and non-health care businesses.

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