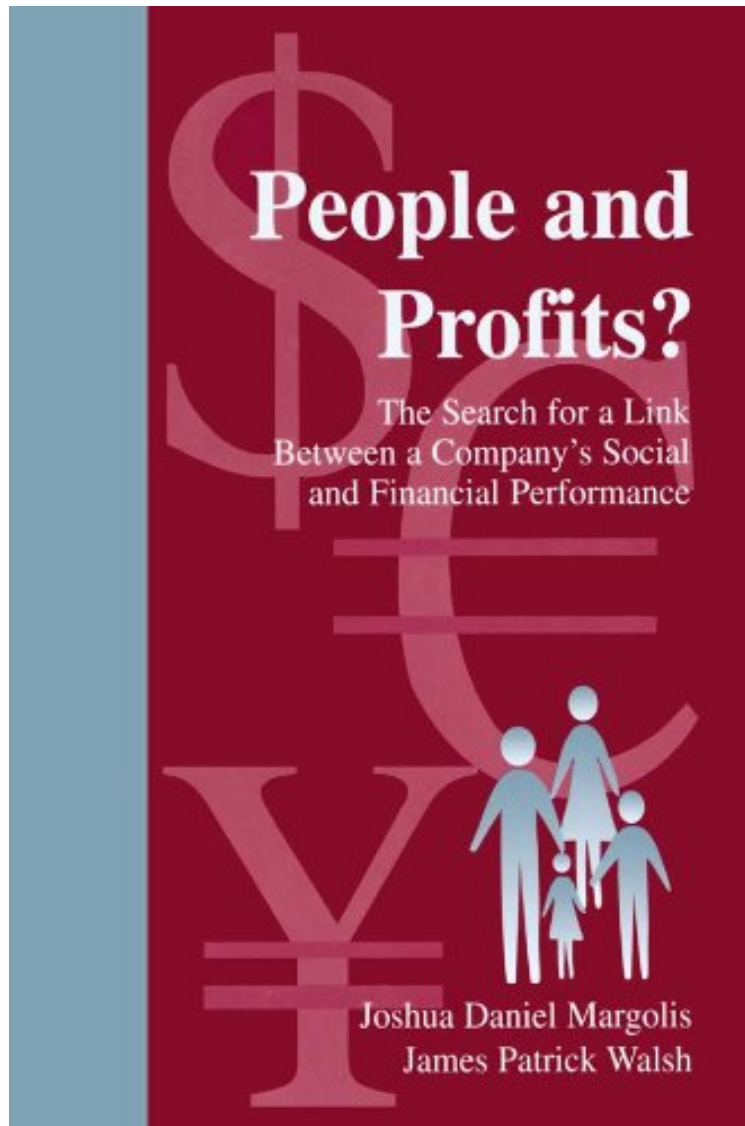


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## People and Profits?: The Search for A Link Between A Company's Social and Financial Performance (Organization and Management Series)

*Joshua Daniel Margolis, James P. Walsh*  
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Compendium of the results of 95 empirical studies on the relationship between financial performance and social performance of corporations. Most of the book (122 pages) is devoted to bar charts and tables describing the 95 studies and to a tabulation of the characteristics of each one of them. Unfortunately there is almost no discussion of the results and the implications for corporate behavior (13 pages at one and a half spaces). This should be of interest to researchers in the area looking for a description of the studies carried so far, but of little use to practitioners that are searching for answers beyond those usually provided by the two handed economist: "on the one hand.....but on the other hand..". In this sense, the title is misleading, as it makes you think that an answer will be provided, or at least, if one is not available, that the issues will be discussed.

What is the relationship between the social performance of companies and their financial performance? More colloquially, can a firm effectively attend to both people and profits as it conducts its business? This question has been investigated in no fewer than 95 empirical studies published since 1972. The authors have assembled a compendium of this research to give researchers and practitioners alike a broad overview of these 95 studies and a systematic database detailing the content of each one. This book provides a comprehensive portrait of this research literature. It begins with a broad orientation to the literature, exploring why the link between social and financial performance has been subject to continual inquiry and often heated debate. The authors then present an integrated overview of the 95 studies. Through the charts and tables, the authors illuminate the nature of the studies conducted; the data samples selected for investigation; the ways in which financial and social performance have been measured; and the overall tally of results.