



From Welfare to Work: Corporate Initiatives and Welfare Reform

Felice Davidson Perlmutter

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Using a case example of how Pennsylvania Blue Shield trained, hired, and retained several hundred welfare recipients on its work force, *From Welfare to Work* offers a compelling success story and a broad discussion of welfare reform, public policy, and corporate social responsibility. It also offers a practical explanation of the specific steps needed to establish such a program, including corporate tax incentives, business and government collaborations, and the special needs of welfare recipients. Demonstrating that it is possible for corporate America to combine bottom-line goals with socially responsible goals, this book is essential reading for all corporate executives who combine concern for the well-being of their companies with a sense of social responsibility.

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