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?? (Forbes)? ??????????(Harvard Business Review) ? ??????????(New York Times) ??
?? (????/pwc)???????? 90% ??? (EY Beacon
Institute????????????/HBR Analytics).

??The Gallup-Sharecare ???
???????????????????????? Steelcase ??? 1/3 ?????????????????????

??Steelcase ?????? (????????????????(CSR)) ??????????????????

1. ?????????????

?? Mike Radenbaugh?Inc. ?? 3000 ????????????????? Rad Power Bikes ?????????????????????????
?? ???

Steelcase ??????? Lindsay Bonzheim ????????? Steelcase ?????????? (Steelcase Education Active Learning Center)
???????????????????? Steelcase ??? 40 ????????????????????????????????????? 300 ?????????????????

“??”Bonzheim ??



2. ?????

2016 ? 7 ????????????? 25 ???? 10 ? Steelcase ?????? "?????" ??? (Camp GLOW) ?GLOW ??Peace Corps? 1995 ??
??

????????? Steelcase ??? Alexandra Moldovan ?????????????????? GLOW????? "??
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3. ??????????

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Stonyfield Farm ???????????? Nancy Hirshberg?? GreenBiz ???
??

Steelcase ???
??

4. ????



???????????????????????????????????? (Gallup poll) ???
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Steelcase ?????? Angela Eick ??? 5 ?????????????? (Young Professionals) ?????????“????????????????????????????????????
??” Eick ??

?2017??Steelcase ?????????????? 20 ???
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5. ?????????



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Steelcase ???????? ???“????????”??? ???
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+??Steelcase
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Steelcase

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