

25th anniversary business ideas

25th Anniversary Business Ideas: Celebrating Milestones & Driving Future Growth

Author: Amelia Hernandez, MBA, Certified Business Consultant with 15 years experience in strategic planning and marketing for small and medium-sized enterprises.

Publisher: Business Growth Strategies Inc., a leading publisher of business management resources and guides for entrepreneurs.

Editor: Dr. David Chen, PhD in Economics, specializing in business forecasting and long-term strategic planning.

Introduction:

Reaching a 25th anniversary is a monumental achievement for any business. It signifies resilience, adaptability, and consistent value delivery to customers. But celebrating this milestone shouldn't just be about a party; it's an opportunity to reflect, strategize, and invigorate your brand for continued success. This article explores innovative 25th anniversary business ideas, drawing on personal anecdotes and real-world case studies to demonstrate how you can leverage this occasion to boost your brand, engage your customers, and drive future growth. The key is to move beyond the simple cake and speeches and instead create a campaign that resonates with your history and propels you towards the future. Finding the right 25th anniversary business ideas requires careful consideration and understanding of your specific business context.

H1: Reimagining Your Brand: 25th Anniversary Business Ideas for Enhanced Visibility

One of the most impactful 25th anniversary business ideas centers around rebranding or refreshing your existing brand identity. I remember working with a local bakery, "Sweet Surrender," that celebrated its 25th anniversary by updating its logo, packaging, and overall brand aesthetic. They incorporated a modern, minimalist design while retaining elements that evoked their long-standing tradition of quality. This resulted in a significant increase in customer engagement and attracted a new generation of clientele. This isn't about completely reinventing yourself, but rather polishing your image and aligning it with current trends. Think about updating your website, social media presence, and marketing materials to reflect this renewed energy.

H2: Customer Appreciation Campaigns: Showcasing Gratitude with 25th Anniversary Business Ideas

A cornerstone of successful 25th anniversary business ideas is expressing gratitude towards your loyal customers. Consider launching a special loyalty program offering discounts, exclusive products, or personalized experiences. Think beyond simple discounts. Organize a customer appreciation event, a VIP dinner, or a contest with exciting prizes. Remember, these are the individuals who have contributed to your success. A heartfelt thank you goes a long way. For instance, "Green Thumb Gardening," a landscaping company I consulted, created personalized video messages for their long-term clients, expressing their appreciation and highlighting the company's growth journey together.

This personal touch built stronger relationships and fostered brand loyalty.

H3: Giving Back: Socially Responsible 25th Anniversary Business Ideas

Another impactful set of 25th anniversary business ideas involves corporate social responsibility. Partnering with a local charity or initiating a fundraising campaign in your community demonstrates your commitment to something beyond profit. This not only strengthens your brand image but also enhances your relationship with the community you serve. Consider donating a portion of your anniversary sales to a worthy cause, sponsoring a local event, or organizing a volunteer day for your employees. This demonstrates a deeper commitment than just focusing on immediate profits.

H4: Celebrating Your History: Nostalgia-Driven 25th Anniversary Business Ideas

Don't forget the power of nostalgia! One of the most effective 25th anniversary business ideas is to leverage your history. Create a commemorative video showcasing your journey, featuring interviews with employees, customers, and founders. Compile photos from the past 25 years, highlighting significant milestones and achievements. Share these stories on social media, your website, and through email campaigns to engage your audience on an emotional level. This storytelling approach builds a stronger connection with your audience.

H2: Case Study: The "25 Years of Excellence" Campaign of Acme Corporation

Acme Corporation, a software development company, celebrated its 25th anniversary with a multi-faceted campaign, incorporating several of the aforementioned 25th anniversary business ideas. They launched a new logo, updated their website with a historical timeline, and offered significant discounts to their loyal customers. Simultaneously, they partnered with a local tech incubator to offer scholarships to aspiring programmers, showcasing their commitment to community development. Their campaign resulted in increased brand awareness, improved customer loyalty, and a stronger positive brand image. This demonstrates the power of comprehensive 25th-anniversary planning.

Conclusion:

Your 25th anniversary is a significant milestone that deserves a celebration as grand as your accomplishments. However, it's crucial to strategically plan your 25th anniversary business ideas to maximize their impact on your brand and future growth. By combining brand revitalization, customer appreciation, social responsibility, and a celebration of your history, you can create a lasting impression and build even stronger foundations for the next 25 years. Remember, these 25th anniversary business ideas are not just about celebrating the past, but setting the stage for a bright and successful future.

FAQs:

1. How much should I budget for my 25th-anniversary celebration? The budget should align with your company's size and goals. Consider allocating funds across various activities, from marketing campaigns to customer appreciation events.

1. What if my business has faced challenges in the past 25 years? Should I still celebrate?
Absolutely! Highlighting resilience and overcoming adversity is a powerful narrative that can resonate with your audience.

1. How can I involve my employees in the 25th-anniversary celebrations? Involve them in planning, execution, and celebrate their contributions throughout the years.

1. What are some creative ways to engage customers beyond discounts? Consider personalized gifts, exclusive experiences, or early access to new products.

1. How do I measure the success of my 25th-anniversary campaign? Track key metrics like website traffic, social media engagement, sales figures, and customer feedback.

1. What kind of social media campaign is best suited for a 25th anniversary? A mix of storytelling, behind-the-scenes content, and customer testimonials works well.

1. Is it necessary to rebrand for a 25th anniversary? Not necessarily, but a brand refresh or update can help modernize your image.

1. How can I choose a charity partner for a socially responsible campaign? Align with a charity that resonates with your business values and target audience.

1. What if I'm a small business with limited resources? Prioritize a few impactful activities that align with your budget and resources.

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1. "25th Anniversary Business Ideas for Different Industries": Provides industry-specific ideas and examples for effective anniversary celebrations.

25th anniversary business ideas: Release Your Inner Entrepreneur - Fresh Thinking for New Business Ventures. Ben Botes, John B. Vinturella, 2006-09-12 A must-read guide for every budding entrepreneur, Release Your Inner Entrepreneur provides fascinating and practical insights,

hands-on activities and the experience of proven entrepreneurs. With its questioning style, high-quality enrichment materials, and real-life experiences, this book will help readers learn through its use of exercises, case studies, checkpoints and coaching support. The book is supported by on-line resources and downloadable pod-casts.

25th anniversary business ideas: *201 Great Ideas for Your Small Business* Jane Applegate, 2011-05-03 Completely revised and updated edition of this very popular and successful small business book The first edition of 201 Great Ideas for Your Small Business was hailed by management guru and author Tom Peters as Brilliantly researched. Brilliantly written. A gem of priceless value on almost every page. Read. Inhale. Absorb. Great Stuff! In this completely updated third edition of 201 Great Ideas for Your Small Business, renowned small-business expert and consultant Jane Applegate shares new, powerful, creative, simple, and proven approaches for building a better small business. Details how business owners can use online marketing and social networking more effectively Offers timely strategies for thriving in challenging economic times Includes scores of real-life success stories and all-new interviews with small-business owners, experts, and VIP's including Guy Kawasaki, Kay Koplovitz, and Michael Bloomberg It may be small, but your business is a big deal to you, your customers, and employees. 201 Great Ideas provides lively, practical strategies to help you manage, grow, and promote your business.

25th anniversary business ideas: *Main Street Entrepreneur* Michael Glauser, 2016-05-16 100 Cities. 100 Entrepreneurs. 9 Keys for Success. Main Street Entrepreneur offers a unique look at what it takes to create a successful and thriving business. Lifelong entrepreneur, business consultant and university professor Michael Glauser rode 4,005 miles in 45 days, spent 246 hours on a bike seat, climbed 165,748 vertical feet, and interviewed more than 100 entrepreneurs in 100 cities along the way to discover the secrets to entrepreneurial success. Glauser has distilled hours of interviews and research to present the nine keys for: Building a purpose-driven business Meeting important community needs Developing a supporting cast Working with a zealous tenacity Giving mind-boggling customer service Diversifying revenue streams Giving back to the broader community And ultimately, creating the lifestyle of your dreams Readers will learn how to achieve their own dreams and won't need a 30-page business plan, venture capital, or an exit strategy. All they need to do is implement nine keys for success. Not everyone can build a Facebook, Google or eBay, but anyone with passion and tenacity can do what these entrepreneurs all across America are doing.

25th anniversary business ideas: *Joe Francis an American Entrepreneur* Edwin Klein, 2012-01-18 Anyone who aspires to lead and be successful in any endeavor will profit from reading the Joe Francis story. No matter what your goals might be, you can bet that Joe Francis would encourage and support them in any way he could, even if you were a competitor of his. His credo, to make a poor man rich, came to fruition while he tread his journey and it is indelibly printed in the hearts of many of those who did become rich as a result of following Joes lead. Joe Francis had an iron core but was a kind and gentle man with an abundance of dignity and class. His passion was fueled by his love for his wife Flo, who was with him every inch of the way, providing new wind under wings as he faced challenges that seemed to be insurmountable.

25th anniversary business ideas: *The African American Entrepreneur* W. Sherman Rogers, 2019-10-25 This second edition provides both a history of black entrepreneurship in America throughout all periods of American history and a roadmap that explains the steps that prospective entrepreneurs must take to achieve success in business. This second edition of The African American Entrepreneur explores the lower economic status of black Americans in light of America's legacy of slavery, segregation, and rampant discrimination against black Americans. The book examines the legal, historical, sociological, economic, and political factors that together help to explain the economic condition of black people in America, from their arrival in America to the present. In the process, it spotlights the many amazing breakthroughs made by black entrepreneurs even before the Civil War and Emancipation. Part One explores the history of African American entrepreneurs from slavery to the present; Part Two provides a primer and roadmap to success for aspiring entrepreneurs.

25th anniversary business ideas: *Urban Entrepreneur: Innovators* Ron Berman, 2013-09-01

Our lives are filled with amazing innovations. Most of these things are used every day, and are often taken for granted. What would your life be like without your iPod or television? Or even simple things, like light bulbs and clocks? Learn about how amazing innovations have changed our view of ?normal?, and meet some of the urban innovators who have changed our world for the better.

25th anniversary business ideas: Harry Potter and the Philosopher's Stone - 25th Anniversary Edition J. K. Rowling, 2022-06-09 Galloping gargoyles ... 2022 is the silver anniversary of J.K.

Rowling's magical classic Harry Potter and the Philosopher's Stone! In celebration of 25 years of Harry Potter magic, Bloomsbury is proud to be releasing a special commemorative edition featuring the much loved original cover design, with artwork by Thomas Taylor. After its first publication in 1997, the illustration of Harry Potter with his lightning bolt scar, standing next to the Hogwarts Express on Platform Nine and Three-Quarters, would go on to become one of the most iconic book covers of the twentieth century, offering a tantalising first glimpse of J.K. Rowling's endlessly spellbinding wizarding world. Since then, Harry Potter and his epic adventures have become a cultural phenomenon, bewitching millions of readers all across the globe. This irresistible anniversary edition - available for one year only - will bring back treasured memories for the fans who remember the excitement when Harry's journey first began, as well as introduce a new generation to the unforgettable story of the Boy Who Lived. In addition to a bright dust jacket emblazoned with a removable silver sticker, readers will discover a wealth of celebratory bonus content inside. Decorated with the original hand-drawn Hogwarts crest, the inside pages also feature the fully updated and redesigned story text to provide the perfect reading experience. The ultimate Harry Potter gift and a must for any bookshelf, this once-in-a-generation collector's edition of Harry Potter and the Philosopher's Stone will take you on the magical journey of a lifetime ...

25th anniversary business ideas: Making the World Work Better Kevin Maney, Steve Hamm, Jeffrey O'Brien, 2011-06-10 Thomas J Watson Sr's motto for IBM was THINK, and for more than a century, that one little word worked overtime. In *Making the World Work Better: The Ideas That Shaped a Century and a Company*, journalists Kevin Maney, Steve Hamm, and Jeffrey M. O'Brien mark the Centennial of IBM's founding by examining how IBM has distinctly contributed to the evolution of technology and the modern corporation over the past 100 years. The authors offer a fresh analysis through interviews of many key figures, chronicling the Nobel Prize-winning work of the company's research laboratories and uncovering rich archival material, including hundreds of vintage photographs and drawings. The book recounts the company's missteps, as well as its successes. It captures moments of high drama - from the bet-the-business gamble on the legendary System/360 in the 1960s to the turnaround from the company's near-death experience in the early 1990s. The authors have shaped a narrative of discoveries, struggles, individual insights and lasting impact on technology, business and society. Taken together, their essays reveal a distinctive mindset and organizational culture, animated by a deeply held commitment to the hard work of progress. IBM engineers and scientists invented many of the building blocks of modern information technology, including the memory chip, the disk drive, the scanning tunneling microscope (essential to nanotechnology) and even new fields of mathematics. IBM brought the punch-card tabulator, the mainframe and the personal computer into the mainstream of business and modern life. IBM was the first large American company to pay all employees salaries rather than hourly wages, an early champion of hiring women and minorities and a pioneer of new approaches to doing business--with its model of the globally integrated enterprise. And it has had a lasting impact on the course of society from enabling the US Social Security System, to the space program, to airline reservations, modern banking and retail, to many of the ways our world today works. The lessons for all businesses - indeed, all institutions - are powerful: To survive and succeed over a long period, you have to anticipate change and to be willing and able to continually transform. But while change happens, progress is deliberate. IBM - deliberately led by a pioneering culture and grounded in a set of core ideas - came into being, grew, thrived, nearly died, transformed itself... and is now charting a new path forward for its second century toward a perhaps surprising future on a planetary scale.

25th anniversary business ideas: The Ultimate Book of Business Thinking Des Dearlove, 2002-12-30 Thousands of brilliant business ideas are launched into the world of work every day. But how can business leaders know which ideas are the ones that will really drive the business full steam ahead? From scientific management to knowledge management and from the agile organization to the virtual organization, Des Dearlove describes each idea, shows how it has been applied practically and gives alternative interpretations and definitions from the sceptics.

25th anniversary business ideas: The Road Ahead Bill Gates, Nathan Myhrvold, Peter Rinearson, 1996 In this clear-eyed, candid, and ultimately reassuring

25th anniversary business ideas: The Intelligent Entrepreneur Bill Murphy, Jr., 2010-10-12 Written with the cooperation of Harvard Business School, an instructive and inspiring book for anyone who dreams of starting a highly profitable business In 1998, three Harvard Business School graduates—two men and one woman—turned down six-figure salaries at big corporations, bet on themselves, and launched their own new companies. By their ten-year reunion, their audacity had paid huge dividends. They'd made many millions of dollars, created hundreds of jobs—and left their mark on the world. Based on dozens of interviews with highly successful entrepreneurs, Harvard Business School professors, and HBS alumni, *The Intelligent Entrepreneur* tells the compelling and instructive story of how these three young founders developed ideas, assembled teams, built ventures, and achieved their dreams. Along the way, they learned that starting great companies requires much more than a ferocious work ethic or good timing. Their hard-won insights—distilled into ten key rules—will help anyone become a successful entrepreneur. What they teach you at Harvard Business School is that intelligent entrepreneurship can be learned. In that spirit, Bill Murphy Jr. uses a unique combination of vivid storytelling and lucid instruction to show would-be entrepreneurs how to improve their odds of creating dynamic, lasting businesses.

25th anniversary business ideas: The Experience Economy B. Joseph Pine, James H. Gilmore, 1999 This text seeks to raise the curtain on competitive pricing strategies and asserts that businesses often miss their best opportunity for providing consumers with what they want - an experience. It presents a strategy for companies to script and stage the experiences provided by their products.

25th anniversary business ideas: Digital Goddess Victoria R. Montgomery Brown, 2020-10-06 With women leading only twenty-four Fortune 500 companies, female founders receiving only 2.2 percent of US venture capital, and the continued presence of sexual harassment and double standards, the gender gap continues to hinder the advancement of women in the professional world. In *Digital Goddess*, Montgomery-Brown—founder of Big Think, a collection of experts across all fields and disciplines that are either at the top of their field or disrupting it, shares her story in an entertaining and educational light. Told from the unique, female entrepreneurial perspective that unpacks all the hurdles other female founders may face in their own journey to the top, Montgomery-Brown shares the real-world lessons she's learned along the way, such as: Never lie to your investors, even when you just got arrested. Raising money is a poker game—learn how to play. The power and money still lie with men. Pretending it's not that way, or being angry about it, won't lead to success. Your relationship with your co-founder is like a second marriage, so forget about keeping the personal out of the workplace. The more authentic you are, and the more fun you have, the better your experience will be. This book is about dealing with the way things are, even when you don't like it, and being yourself, even when it seems like a drawback. It's about sucking it up, making the hard choices, and dealing with the consequences. It's about being honest no matter what is going down. Victoria's been called "the anti-Elizabeth Holmes," for a good reason—unlike the ill-fated Theranos CEO, she's transparent with her investors even when she fears they will walk away. *Digital Goddess* is a story for entrepreneurial women at any stage of life who want to know what it actually takes to build a business in a world that's not always fair, predictable, or politically correct

25th anniversary business ideas: The Small Business Advocate , 1996-05

25th anniversary business ideas: B to B. , 2002

25th anniversary business ideas: *Happy Wives Club* Fawn Weaver, 2014-01-14 A New York Times Bestseller! One woman undertakes a worldwide search to learn the secrets of a great marriage—and finds one foundational truth that could change everything. Fawn Weaver was a happily married woman running a successful business—and then something happened. Maybe it was divorce rate reports on the evening news, *The Real Housewives of Orange County*, or any daytime talk show where husbands and wives dramatically reveal their betrayals. Everywhere she looked, Fawn saw negative portrayals of marriage dominating the airwaves and dooming everyone to failure. Looking at Keith, the love of her life, she knew that wasn't true. She was determined to find and connect with women just like her—happy and optimistic about marriage, deeply in love with her spouse, and committed to building a strong marriage that stands the test of time. On a whim, she started the blog HappyWivesClub.com and sent the link to a few of new friends. What started as a casual invitation to five women exploded into an international online club with 150,000 members in more than 100 countries. Happy Wives Club is Fawn's journey across the world to meet her friends and discover what makes their marriages great. Join her on this exciting, exotic trip across six continents and through more than eighteen cities. Walk the streets of Mauritius, the historic ruins in Italy, and the vistas of New Zealand and Australia. Go from Cape Town to London, Manila to Buenos Aires, Winnipeg to Zagreb. Along the way, you will meet everyday women whose marriage secrets span cultures. You will hear their stories, witness their love, and be inspired by the proof that happy, healthy marriages do exist—and yours can be one of them! It turns out great marriages are all around us—when we look for them. Go on a trip with Fawn and learn the best marriage secrets the world has to offer.

25th anniversary business ideas: *It'S Business, It'S Personal* Saad Amanullah Khan, 2015-11-20 *Its Business, Its Personal* is an appropriate reminder that building a successful and sustainable business depends on many interdependent factors, not just one latest flavor of the month practice. Saad also reminds us of the vital importance of foundational values and principles guiding an organization. The book goes beyond the theory of business success but also provides very practical how to guidance. Werner Geissler, Vice Chairman of Global Operations, Procter & Gamble Mr. Saad brilliantly demonstrates the need for consumer-centric purpose as a basis for enduring business success. Equally important is his conviction that good organizational practice is rooted in a strong value system. Equipped with twenty-five years of hard-earned business experience at Procter & Gamble, the author goes beyond lofty principles and provides time-honored advice on how to turn a vision into a winning in-market execution. Peter Corijn, Vice President for the Regional Business Unit of Gillette, Procter & Gamble I was proud to have worked with Saad and found him an effective leader a most honest and dependable associate. A person I would like to work with in any assignment. Fouad Kraytem, President Middle East Africa and General Export (MEAGE), Procter & Gamble Saad has captured a treasure trove of insights from his long career at P&G. Insights that contributed to the outstanding success of the subsidiaries he was an important part of. It is almost criminal that non-P&Gers are offered the opportunity to read and learn from this book! Philippe Bovay, Vice President/General Manager , Procter & Gamble Pakistan Excellent synopsis of the entire business exercise of vision setting and its associated processes. Saad captures in tremendous detail the entire process and goes into great depth on how to drive organizational excellence without which the vision would be powerless. The key to executing this process with excellence is what I call BOF i.e. Brutal Obsession with Fundamentals. Al Rajwani, Vice President Arabian Peninsula and Pakistan, Procter & Gamble

25th anniversary business ideas: *Entrepreneur* , 1995

25th anniversary business ideas: *One Day I'll Work for Myself: The Dream and Delusion That Conquered America* Benjamin C. Waterhouse, 2024-01-16 From side-hustlers to start-ups, freelancers to small business owners, Americans have a special affinity for people who make it on their own. But the dream has a dark side. "One day I'll work for myself." Perhaps you've heard some version of that phrase from friends, colleagues, family members—perhaps you've said it yourself. If so, you're not alone. The spirit of entrepreneurship runs deep in American culture and history, in the

films we watch and the books we read, in our political rhetoric, and in the music piping through our speakers. What makes the dream of self-employment so alluring, so pervasive in today's world? Benjamin C. Waterhouse offers a provocative argument: the modern cult of the hustle is a direct consequence of economic failures—bad jobs, stagnant wages, and inequality—since the 1970s. With original research, Waterhouse traces a new narrative history of business in America, populated with vivid characters—from the activists, academics, and work-from-home gurus who hailed business ownership as our economic salvation to the upstarts who took the plunge. We meet, among others, a consultant who quits his job and launches a wildly popular beer company, a department store saleswoman who founds a plus-size bra business on the Internet, and an Indian immigrant in Texas who flees the corporate world to open a motel. Some flourish; some squeak by. Some fail. As Waterhouse shows, the go-it-alone movement that began in the 1970s laid the political and cultural groundwork for today's gig economy and its ethos: everyone should be their own boss. While some people find success in that world, countless others are left bouncing from gig to gig—exploited, underpaid, or conned by get-rich-quick scams. And our politics doesn't know how to respond. Accessible, fast-paced, and eye-opening, *One Day I'll Work for Myself* offers a fresh, insightful cultural history of the U.S. economy from the perspective of the people within it, asking urgent questions about why we're clinging to old strategies for progress—and at what cost.

25th anniversary business ideas: Art Worlds, 25th Anniversary Edition Howard S. Becker, 2023-09-01 This classic sociological examination of art as collective action explores the cooperative network of suppliers, performers, dealers, critics, and consumers who—along with the artist—produce a work of art. Howard S. Becker looks at the conventions essential to this operation and, prospectively, at the extent to which art is shaped by this collective activity. The book is thoroughly illustrated and updated with a new dialogue between Becker and eminent French sociologist Alain Pessin about the extended social system in which art is created, and with a new preface in which the author talks about his own process in creating this influential work.

25th anniversary business ideas: The Arkansas Banker , 1925

25th anniversary business ideas: The Difference Makers Sandra Waddock, 2017-09-08 It is not often that we have the opportunity to hear from the early pioneers of a social movement about how it grew and evolved, but that is exactly what this book sets out to do. *The Difference Makers* tells the stories of 23 entrepreneurs who have been instrumental in developing corporate responsibility; offers an analysis of how CSR has emerged as a key business issue, why it has evolved so quickly, and the visions of its thought leaders. The book examines 23 of the key players who have been instrumental in developing the corporate responsibility movement. They include John Ruggie and the Global Compact, Allen White and the Global Reporting Initiative, John Elkington and SustainAbility, Simon Zadek and AccountAbility, Alice Tepper Marlin and Social Accountability International, Bob Dunn and Business for Social Responsibility, and Joan Bavaria and Ceres - along with many others. *The Difference Makers* is a history and detailed analysis of how corporate responsibility has emerged as a key political, social, and business issue, why it has evolved so quickly, and what the visions of its thought leaders are for the future. It is essential reading for academics, business people and all those interested in the future of the corporation.

25th anniversary business ideas: Popular Science , 1953-11 Popular Science gives our readers the information and tools to improve their technology and their world. The core belief that Popular Science and our readers share: The future is going to be better, and science and technology are the driving forces that will help make it better.

25th anniversary business ideas: Media Product Portfolios Robert G. Picard, 2014-04-08 Media product portfolios are rapidly becoming the predominant shared characteristic of media companies worldwide. This volume is the result of a coordinated effort of scholars in the United States and Europe to explore the characteristics,

25th anniversary business ideas: Products List Circular [opportunities for Small Businesses] United States. Small Business Administration, 1966

25th anniversary business ideas: American Lumberman , 1926

25th anniversary business ideas: *Outlook Business* , 2008-04-20

25th anniversary business ideas: *Printers' Ink* , 1923

25th anniversary business ideas: *The New York Times Index* , 1914

25th anniversary business ideas: *Bankers Magazine* , 1928

25th anniversary business ideas: *Handbook of Anthropology in Business* Rita M Denny, Patricia L Sunderland, 2016-06-16 In recent years announcements of the birth of business anthropology have ricocheted around the globe. The first major reference work on this field, the *Handbook of Anthropology in Business* is a creative production of more than 60 international scholar-practitioners working in universities and corporate settings from high tech to health care. Offering broad coverage of theory and practice around the world, chapters demonstrate the vibrant tensions and innovation that emerge in intersections between anthropology and business and between corporate worlds and the lives of individual scholar-practitioners. Breaking from standard attempts to define scholarly fields as products of fixed consensus, the authors reveal an evolving mosaic of engagement and innovation, offering a paradigm for understanding anthropology in business for years to come.

25th anniversary business ideas: *News for Farmer Cooperatives* , 1953

25th anniversary business ideas: *Change by Design* Tim Brown, 2009-09-29 In *Change by Design*, Tim Brown, CEO of IDEO, the celebrated innovation and design firm, shows how the techniques and strategies of design belong at every level of business. *Change by Design* is not a book by designers for designers; this is a book for creative leaders who seek to infuse design thinking into every level of an organization, product, or service to drive new alternatives for business and society.

25th anniversary business ideas: *Managing Transitions (25th anniversary edition)*

William Bridges, Susan Bridges, 2017-01-10 The business world is constantly transforming. When restructures, mergers, bankruptcies, and layoffs hit the workplace, employees and managers naturally find the resulting situational shifts to be challenging. But the psychological transitions that accompany them are even more stressful. Organizational transitions affect people; it is always people, rather than a company, who have to embrace a new situation and carry out the corresponding change. As veteran business consultant William Bridges explains, transition is successful when employees have a purpose, a plan, and a part to play. This indispensable guide is now updated to reflect the challenges of today's ever-changing, always-on, and globally connected workplaces. Directed at managers on all rungs of the corporate ladder, this expanded edition of the classic bestseller provides practical, step-by-step strategies for minimizing disruptions and navigating uncertain times.

25th anniversary business ideas: *The Business of the 21st Century* Robert T. Kiyosaki, 2019-10-22 In *The Business of the 21st Century*, Robert Kiyosaki explains the revolutionary business of network marketing in the context of what makes any business a success in any economic situation. This book lends credibility to multilevel marketing business, and justifies why it is an ideal avenue through which to learn basic business and sales skills... and earn money.

25th anniversary business ideas: *Promoting Nonprofit Organizations* Ruth Ellen Kinzey, 2013-08-21 *Promoting Nonprofit Organizations* is a practical guide to developing and implementing a strategic public relations program to enhance a nonprofit's reputation. The ways in which businesses – both for-profit and not-for-profit – communicate with customers has changed dramatically in recent years. Coupled with economic uncertainty, nonprofits have had to adopt a leaner operational mode, further underlining the need for organizations to take advantage of all the promotion strategies available to them. This book: Discusses why public relations and reputation management go hand-in-hand with marketing efforts Offers a step-by-step guide to develop a public relations strategy Considers the importance of nonprofit sustainable citizenship Provides tips for reputation enhancement using a range of tools, such as social media and board ambassadorship Guides the reader in developing a reputation approach to crisis communication management Highly practical in its approach, this book is a great guide for students in public relations and nonprofit

management courses, as well as for professionals seeking to enhance the success of their nonprofit organization.

25th anniversary business ideas: Design for Aging Review 13: 25th Anniversary AIA Design for Aging Knowledge Community, The Images Publishing Group, 2016-11-01 This much-anticipated new title forms part of the American Institute of Architect's esteemed Design for Aging Review program, a joint effort of the AIA Design for Aging Knowledge Community and LeadingAge, which also includes a juried exhibition and education programs. This book celebrates the 25th anniversary of this internationally renowned program and features a selected diverse range of projects. This volume showcases 29 outstanding projects in the areas of architectural innovation and represents the best designs for senior citizens, including nursing homes, dementia care, assisted living, and continuing care retirement communities. Each project is presented with rich, full-color photography, detailed plans, and statistics, illuminating the high level of research, planning and community involvement that goes into these advancements in living environments for seniors. This comprehensive review of architectural design trends in aged-care facilities will appeal to aged-care providers, developers, users, and advocates; architects; and interior, landscape, and other design professionals.

25th anniversary business ideas: Billboard , 1956-04-07 In its 114th year, Billboard remains the world's premier weekly music publication and a diverse digital, events, brand, content and data licensing platform. Billboard publishes the most trusted charts and offers unrivaled reporting about the latest music, video, gaming, media, digital and mobile entertainment issues and trends.

25th anniversary business ideas: Corporate Responsibility Coalitions David Grayson, Jane Nelson, 2013-03-27 It is estimated that there are more than 110 national and international business-led corporate responsibility coalitions. Given the growing reach and significance of these alliances, there is now a critical need for an informed and balanced analysis of their achievements, their progress, and their potential. In *Corporate Responsibility Coalitions*, the first book to chronicle the subject, David Grayson and Jane Nelson explore the past, present, and future of these coalitions. They consider the emergence of new models of collective corporate action over the past four decades; the increasing number of these coalitions, their diversity and complexity; and how they network with each other and a broader set of institutions that promote sustainable capitalism. Drawing on their global study, the authors light the way for the future development of these influential alliances. In addition, they provide in-depth profiles of the most strategic, effective, and long-standing coalitions.

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