

STAKEOWNER CENTERED BETTER BUSINESS BUREAUS

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Abstract

The history of Better Business Bureaus is rooted in grassroots community movements for trusted places to trade. Women requested that their business owning husbands establish a way that they would know the quality and trustworthy stores. The seeds of that model hold the knowledge for today's diverse and ever transforming business environment. Today the processes have moved away from the community voice and toward an exclusive membership voice. This article discusses three major themes to consider as strategies and tactics that direct and inform organic and ever changing operations. The focus of the article is on a renewed structure for Better Business Bureaus and is a framework for knowledge businesses of the present future. The article asserts that the strategies cannot be treated separately. The knowledge path that generates the resources necessary, holds and strengthens the public trust and creates processes for inclusion of all stakeholders is the path to a worthy better business bureau and every corporate entity.