

# best investment apps uk

**best investment apps uk** are revolutionising how individuals approach wealth creation, making it more accessible and user-friendly than ever before. In today's fast-paced digital world, managing your money and growing your investments doesn't require a financial advisor on speed dial. A wealth of sophisticated yet intuitive platforms have emerged, catering to both novice investors dipping their toes into the market and seasoned professionals seeking efficient portfolio management. This comprehensive guide delves into the top contenders, exploring their features, fees, investment options, and overall user experience to help you identify the ideal platform for your financial journey. Whether you're interested in stocks, ETFs, funds, or even fractional shares, understanding the nuances of each app is crucial for making informed decisions.

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## Understanding Investment Apps in the UK

Investment apps are digital platforms designed to allow individuals to buy and sell financial assets, such as stocks, bonds, exchange-traded funds (ETFs), and mutual funds, often through a smartphone or web interface. They democratise access to financial markets, removing many of the traditional barriers that previously limited investment opportunities to a select few. These apps leverage technology to streamline the investment process, offering real-time market data, research tools, and seamless transaction execution.

The rise of these applications has significantly lowered the cost of investing, with many platforms offering commission-free trading on certain assets. This accessibility is particularly beneficial for new investors who may be hesitant to commit large sums of capital or pay hefty fees. The convenience factor is also paramount; users can monitor their portfolios, place trades, and stay updated on market news anytime, anywhere, transforming passive saving into active wealth building.

## Key Features to Consider for UK Investors

When evaluating the best investment apps UK investors should consider a range of crucial features. The user interface and overall ease of use are paramount, especially for beginners. An intuitive design, clear navigation, and straightforward process for opening accounts and making trades can significantly enhance the investment experience.

Furthermore, the breadth and depth of investment options are critical. Does the app offer

access to a wide range of asset classes, including UK and international stocks, ETFs, bonds, and funds? For those looking to diversify, a comprehensive selection is essential. Similarly, the availability of fractional shares can be a game-changer, allowing investors to buy portions of high-value stocks, thereby lowering the entry barrier and increasing diversification possibilities.

Other important features include:

- **Research and educational resources:** Tools like market analysis, company reports, and educational content can empower investors to make more informed decisions.
- **Customer support:** Responsive and knowledgeable customer service is vital, particularly when dealing with financial matters.
- **Portfolio tracking and performance reporting:** Clear visualisations and detailed reports on portfolio performance help investors monitor their progress.
- **Alerts and notifications:** Real-time alerts for price movements, news, or dividend payments can help investors react quickly to market changes.
- **Ethical and sustainable investing options:** For an increasing number of investors, the availability of ESG (Environmental, Social, and Governance) focused investments is a key consideration.

## Top Investment Apps for UK Investors

Several platforms stand out in the UK market, each with its unique strengths. Hargreaves Lansdown, for example, is a long-established name, offering a vast array of investments and excellent research tools, though it can come with higher fees for smaller portfolios. It's particularly favoured by those seeking a comprehensive and robust platform with strong customer service.

For a more modern and often lower-cost approach, platforms like Freetrade and eToro have gained significant traction. Freetrade champions commission-free investing on a wide range of UK and US stocks and ETFs, making it an attractive option for frequent traders or those starting with smaller amounts. Its app is known for its clean design and ease of use.

eToro offers a unique social trading experience, allowing users to copy the trades of experienced investors, alongside a vast selection of traditional investments. This feature can be incredibly beneficial for beginners looking to learn from the market's top performers, though it also carries inherent risks. Other notable mentions include Trading 212, which also offers commission-free trading and a user-friendly interface, and AJ Bell, a well-regarded platform providing ISAs and SIPPs with a good selection of investment choices.

## Freetrade: Simplicity and Commission-Free Trading

Freetrade has rapidly become a favourite among UK investors, particularly those new to the stock market, due to its straightforward interface and commitment to commission-free

investing. The app focuses on providing a clean, uncluttered experience, making it easy to navigate and execute trades. Users can invest in a wide selection of individual stocks and ETFs, including many popular global options, with the ability to purchase fractional shares, which significantly lowers the barrier to entry for expensive stocks.

The platform also offers an ISA account, allowing users to invest their tax-free allowance. While Freetrade excels in its simplicity and cost-effectiveness for basic trading, it may offer fewer in-depth research tools compared to more established brokers. However, for investors who prefer to conduct their research elsewhere and simply want a low-cost, easy-to-use execution platform, Freetrade is an excellent choice.

## **eToro: Social Trading and Diverse Markets**

eToro distinguishes itself with its innovative social trading feature, enabling users to observe, follow, and even automatically copy the investment strategies of other traders on the platform. This can be a powerful tool for learning and risk management, allowing beginners to benefit from the expertise of more experienced investors. Beyond social trading, eToro provides access to a broad spectrum of financial instruments, including stocks, ETFs, cryptocurrencies, and commodities, making it a versatile platform for a diverse investment portfolio.

The app's interface is designed to be engaging and interactive, reflecting its social ethos. While the copy trading feature offers unique advantages, it's important to remember that past performance is not indicative of future results, and all investments carry risk. eToro also offers an ISA option for UK residents, further enhancing its appeal.

## **Hargreaves Lansdown: Comprehensive Research and Wide Selection**

Hargreaves Lansdown is a titan in the UK investment landscape, renowned for its extensive research resources, educational content, and a vast selection of investment products. It offers access to a broad spectrum of funds, shares, ETFs, and bonds, catering to a wide range of investment strategies and risk appetites. The platform is particularly suited for investors who value in-depth analysis and a high level of detail before making investment decisions.

While Hargreaves Lansdown provides exceptional tools and a comprehensive service, its fee structure can be more significant than some of its app-only competitors, especially for smaller portfolio values. However, for those who prioritise comprehensive support, expert insights, and a wide choice of investment vehicles, Hargreaves Lansdown remains a top-tier option for managing investments effectively.

## **Investment Options Available**

The variety of investment options offered by these apps is a key differentiator. Most platforms provide access to a wide range of individual company stocks, allowing investors to buy shares in businesses they believe in. This can range from large-cap companies on the FTSE 100 to smaller, growth-oriented firms on AIM, as well as major US and

international exchanges.

Exchange-Traded Funds (ETFs) are another highly popular investment vehicle found on almost all platforms. ETFs are baskets of securities that track an index, sector, or commodity, offering instant diversification at a low cost. Investors can find ETFs that cover broad market indices like the S&P 500 or FTSE 250, or more niche areas such as technology, renewable energy, or emerging markets. This makes them an ideal tool for building a diversified portfolio without needing to buy individual securities.

Mutual funds, while sometimes less prominent on newer trading apps, are still offered by more traditional brokers. These are professionally managed portfolios that pool money from multiple investors. Additionally, some apps offer access to bonds, investment trusts, and even alternative investments like commodities or, in some cases, cryptocurrencies, providing a comprehensive suite of choices for sophisticated investors.

## Fees and Charges Explained

Understanding the fee structure is critical when choosing the best investment apps UK users interact with. Many apps have moved towards a commission-free model for trading certain assets, which can significantly reduce the cost of investing, especially for active traders. However, it's important to scrutinise what "commission-free" truly entails, as other charges may still apply.

Common fees include:

- **Platform fees:** Some apps charge a monthly or annual fee for maintaining an account, especially for premium features or ISAs.
- **Foreign exchange (FX) fees:** When trading international stocks, a fee is often applied to convert currency.
- **Withdrawal fees:** While less common, some platforms may charge a small fee for withdrawing funds.
- **Inactivity fees:** Certain apps might penalise users for not trading or managing their account for an extended period.
- **Fund management charges:** For mutual funds and some ETFs, there will be ongoing charges levied by the fund manager, independent of the app's own fees.

It is essential to read the terms and conditions carefully to understand all potential costs. Apps like Freetrade and Trading 212 are often praised for their transparent and minimal fee structures, making them very attractive for cost-conscious investors.

## Security and Regulation

When entrusting your money to an investment app, security and regulatory compliance are of paramount importance. Reputable investment platforms operating in the UK are regulated by the Financial Conduct Authority (FCA). This regulatory oversight ensures that

firms adhere to strict standards regarding customer protection, financial conduct, and capital requirements. Being FCA-authorised provides a significant layer of confidence for investors.

Furthermore, many platforms are members of the Financial Services Compensation Scheme (FSCS). This means that if an investment firm fails, eligible customers can receive compensation up to a certain limit (£85,000 per person per firm for investments). Security measures such as two-factor authentication, encryption of sensitive data, and regular security audits are standard practices among trusted investment apps to protect user accounts and personal information from unauthorised access.

## **Getting Started with Investment Apps**

The process of starting your investment journey with an app is typically designed to be user-friendly and efficient. The first step usually involves downloading the app from your device's app store (iOS or Android) and creating an account. This will require providing personal details such as your name, address, date of birth, and contact information, as mandated by regulatory Know Your Customer (KYC) requirements.

Next, you'll need to verify your identity, which often involves uploading a scan or photo of a government-issued ID and proof of address. Once your account is approved, you'll need to fund it. This can typically be done via bank transfer, debit card, or sometimes other payment methods. After your funds have cleared, you can begin exploring the investment options available and placing your first trades.

## **Advanced Features and Tools**

Beyond basic trading functionality, many of the best investment apps UK users can access offer advanced features for more sophisticated investors. These can include detailed charting tools with a wide range of technical indicators, allowing for in-depth technical analysis of stock price movements. Real-time news feeds and integrated research reports from financial analysts provide valuable market insights, helping investors stay informed about economic events and company performance.

Some platforms offer advanced order types, such as limit orders, stop-loss orders, and stop-limit orders, which provide greater control over entry and exit points for trades, helping to manage risk and maximise potential returns. Robo-advisory services are also becoming increasingly common, where algorithms create and manage diversified portfolios based on an investor's goals and risk tolerance, requiring minimal ongoing input from the user. For those interested in more complex strategies, the availability of options trading or margin accounts might also be a consideration, though these come with significantly higher risks.

## **Choosing the Right App for You**

The “best” investment app is subjective and depends entirely on your individual needs, investment goals, and experience level. For beginners seeking simplicity and low costs, Freetrade or Trading 212 might be ideal. If you're interested in learning from others or diversifying into different asset classes like cryptocurrencies, eToro could be a strong

contender.

For investors who value comprehensive research, extensive investment options, and robust customer support, and are willing to potentially pay slightly higher fees, Hargreaves Lansdown or AJ Bell could be more suitable. It's also wise to consider the mobile experience – how intuitive and responsive is the app on your device? Ultimately, take the time to compare the features, fees, and investment choices of a few top contenders, perhaps even trying out a demo account if available, to ensure you select the platform that aligns perfectly with your financial aspirations and trading style.

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## **Q: What are the typical fees associated with investment apps in the UK?**

A: Typical fees for UK investment apps can include platform fees (monthly or annual), commission on trades (though many offer commission-free options for stocks and ETFs), foreign exchange fees for international investments, withdrawal fees, and inactivity fees. Additionally, there are often underlying fund management charges for ETFs and mutual funds.

## **Q: Are investment apps regulated in the UK?**

A: Yes, reputable investment apps operating in the UK are regulated by the Financial Conduct Authority (FCA). This regulation ensures that firms adhere to strict standards for investor protection and financial conduct. Many are also covered by the Financial Services Compensation Scheme (FSCS).

## **Q: Can I invest in UK and international stocks using these apps?**

A: Yes, most of the best investment apps in the UK provide access to both UK-listed stocks (e.g., on the London Stock Exchange) and a wide range of international stocks from markets such as the US, Europe, and Asia.

## **Q: What is social trading and which apps offer it?**

A: Social trading allows users to observe, follow, and sometimes copy the trades of other investors on the platform. eToro is a prominent example of an app that offers a robust social trading experience, enabling users to learn from and replicate the strategies of experienced traders.

## **Q: Is it possible to invest with a small amount of money**

## using these apps?

A: Absolutely. Many investment apps are designed to make investing accessible with small amounts. Features like fractional shares allow you to buy portions of expensive stocks, and platforms like Freetrade and Trading 212 often have low or no minimum deposit requirements.

## Q: What is an ISA, and can I use my investment app to open one?

A: An ISA (Individual Savings Account) is a tax-efficient savings and investment account in the UK. Many investment apps offer the ability to open and manage a Stocks and Shares ISA, allowing you to invest your annual ISA allowance without paying income or capital gains tax on your returns.

## Q: Are there apps that offer ethical or sustainable investment options?

A: Yes, an increasing number of investment apps are offering access to ESG (Environmental, Social, and Governance) focused funds and ETFs. These allow investors to align their portfolios with their values by investing in companies and projects that demonstrate strong sustainability practices.

## Q: How secure are my investments and personal data on these apps?

A: Reputable investment apps employ strong security measures, including encryption, multi-factor authentication, and regular security updates, to protect your personal data. Your investments are typically held by a custodian and, as mentioned, are often protected by the FSCS in the event of firm failure.

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monitor its ongoing performance, for financial security you can rely upon. Even if you're on a limited budget, you can make smart, informed investment decisions. In this latest edition, investors will find up-to-date tax laws, and the latest trends and developments Assess risks and returns as you weigh different investment options Learn techniques and tools to make sound choices and achieve your financial goals Understand how UK investing differs from investing in other parts of the world Equip yourself with tax and regulatory knowledge to boost your profits Even if you're completely new to investing, this Dummies guide will teach you to build a portfolio that works for you.

**best investment apps uk: The Best Digital Marketing Campaigns in the World II** Damian Ryan, 2014-03-03 In the second volume of *The Best Digital Marketing Campaigns in the World*, best-selling author Damian Ryan presents an international showcase of the most successful digital marketing campaigns in recent history, analysing what they did right and their impact. This privileged insight into some of the freshest, most creative thinking in the industry covers 40 new campaigns from 40 different agencies/brands around the world, 16 in the UK, 5 in the US/Canada, and the rest from Europe, Australia, the Middle East and North Africa, South Africa and South America. Full of behind-the-scenes insights into campaign strategy, implementation and results, *The Best Digital Marketing Campaigns in the World II* explores how businesses and agencies, large and small, have harnessed social media, blogs, video, email, mobile and search to boost their brand and attract customers. Covering a wide range of world-class, award-winning campaigns from brands such as Activia, Red Bull, Heinz, Harley Davidson, O2, Peugeot, Nike, Samsung, and UEFA, and agencies including Tribal DDB, Scholz and Volkmer, Red Bee, Bell Pottinger Wired, We Are Social and Symbio Digital, this is an inspirational must-read for everyone working in marketing and advertising.

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**best investment apps uk: The Financial Services Guide to Fintech** Devie Mohan, 2020-01-03 Fintech has emerged as one of the fastest growing sectors in the financial services industry and has radically disrupted traditional banking. However, it has become clear that for both to thrive, the culture between fintech and incumbent firms must change from one of competition to collaboration. *The Financial Services Guide to Fintech* looks at this trend in detail, using case studies of successful partnerships to show how banks and fintech organizations can work together to innovate faster and increase profitability. Written by an experienced fintech advisor and influencer, this book explains the fundamental concepts of this exciting space and the key segments to have emerged, including regtech, robo-advisory, blockchain and personal finance management. It looks at the successes and failures of bank-fintech collaboration, focusing on technologies and start-ups that are highly relevant to banks' product and business areas such as cash management, compliance and tax. With international coverage of key markets, *The Financial Services Guide to Fintech* offers practical guidance, use cases and business models for banks and financial services firms to use when working with fintech companies.

**best investment apps uk: The Good Retirement Guide 2024** Jonquil Lowe, 2024-01-03 Retirement planning has never been more complex. With yearly changes to the policies and professional advice, it can be overwhelming. That's where *The Good Retirement Guide 2024* can help. Retirement can be the perfect opportunity to discover new opportunities and to fulfil long-awaited experiences, but many are unsure on how to best approach retirement planning and what it entails. This essential guide is here to help navigate the lead up to retirement with the most up-to-date information. Updated for the new financial year, and presented with an online directory



and budget update, this new edition will inform the readers of the latest guidance on new pension rules, starting your own business, employment (hybrid and flexi-working systems), returning to work and NHS tips on staying healthy. With expert insights and useful resources, The Good Retirement Guide 2024 has been updated to offer helpful knowledge, and to ensure you plan your retirement efficiently.

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**best investment apps uk:** The Good Retirement Guide 2022 Jonquil Lowe, 2022-01-03 Are you feeling apprehensive as you approach retirement? Do you have concerns about the volatile pensions industry, Brexit, or simply about what retirement actually entails? Whatever your thoughts, this is the book to help you plan a retirement that is enjoyable and stress-free. In retirement, personal ambitions can be realized and new experiences enjoyed, yet with so much to consider in such turbulent times, people are often unsure how best to plan for their future. The Good Retirement Guide 2022 is here to help, offering clear and concise information to help readers navigate the uncertainty of pre-retirement planning in the UK. Updated for the new financial year, The Good Retirement Guide 2022 includes the latest information on finance (investments, pensions, annuities and drawdown, benefits and tax), housing and health, as well as advice on the impact of Brexit on retiring abroad, the challenges of early retirement, looking after elderly parents and best practice on starting a business. This is a book that will help you to save more, feel secure and retire happier.

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**best investment apps uk:** Personal Finance for Dummies, UK Edition Smith, 2025-08-06

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**best investment apps uk:** Financial Information Analysis Philip O'Regan, 2025-08-01 Accounting information is one of the most vital and important sources of information in the modern world. Those who understand this and can analyse its context and content have the power to influence key decision-making processes. Philip O'Regan's authoritative and important textbook

provides readers with the tools and techniques to analyse accounting information and present it in a manner that is clear, focused and valuable. Updated to reflect changes in IFRS, governance codes and regulatory frameworks, as well as new sustainability reporting rules, the text sheds light on the role of accounting information in modern society and the many ways in which it can be used by a variety of stakeholders, including shareholders, investors, employees, environmentalists and others. For readers across the UK, Ireland and continental European, this new edition is completely updated to incorporate relevant accounting standards, sustainability/ESG regulations and advanced analytical techniques. Features which add unique value to this fourth edition of Financial Information Analysis include case studies in every chapter with numerous supporting articles from the major financial presses, questions for review, and comprehensive online support and materials. This essential textbook is core reading for advanced undergraduate and postgraduate students wishing to understand the role of accounting information in modern society.

**best investment apps uk: American Dreams, American Nightmares** Daniel Horowitz, 2022-11-22 Two decades punctuated by the financial crisis of the Great Recession and the public health crisis of COVID-19 have powerfully reshaped housing in America. By integrating social, economic, intellectual, and cultural histories, this illuminating work shows how powerful forces have both reflected and catalyzed shifts in the way Americans conceptualize what a house is for, in an era that has laid bare the larger structures and inequities of the economy. Daniel Horowitz casts an expansive net over a wide range of materials and sources. He shows how journalists and anthropologists have explored the impact of global economic forces on housing while filmmakers have depicted the home as a theater where danger lurks as elites gamble with the fates of the less fortunate. Real estate workshops and popular TV networks like HGTV teach home buyers how to flip—or flop—while online platforms like Airbnb make it possible to play house in someone else's home. And as the COVID pandemic took hold, many who had never imagined living out every moment at home found themselves cocooned there thanks to corporations like Amazon, Zoom, and Netflix.

**best investment apps uk: AI and the Future of Banking** Tony Boobier, 2020-04-09 An industry-specific guide to the applications of Advanced Analytics and AI to the banking industry Artificial Intelligence (AI) technologies help organisations to get smarter and more effective over time - ultimately responding to, learning from and interacting with human voices. It is predicted that by 2025, half of all businesses will be using these intelligent, self-learning systems. Across its entire breadth and depth, the banking industry is at the forefront of investigating Advanced Analytics and AI technology for use in a broad range of applications, such as customer analytics and providing wealth advice for clients. AI and the Future of Banking provides new and established banking industry professionals with the essential information on the implications of data and analytics on their roles, responsibilities and personal career development. Unlike existing books on the subject which tend to be overly technical and complex, this accessible, reader-friendly guide is designed to be easily understood by any banking professional with limited or no IT background. Chapters focus on practical guidance on the use of analytics to improve operational effectiveness, customer retention and finance and risk management. Theory and published case studies are clearly explained, whilst considerations such as operating costs, regulation and market saturation are discussed in real-world context. Written by a recognised expert in AI and Advanced Analytics, this book: Explores the numerous applications for Advanced Analytics and AI in various areas of banking and finance Offers advice on the most effective ways to integrate AI into existing bank ecosystems Suggests alternative and complementary visions for the future of banking, addressing issues like branch transformation, new models of universal banking and 'debranding' Explains the concept of 'Open Banking,' which securely shares information without needing to reveal passwords Addresses the development of leadership relative to AI adoption in the banking industry AI and the Future of Banking is an informative and up-to-date resource for bank executives and managers, new entrants to the banking industry, financial technology and financial services practitioners and students in postgraduate finance and banking courses.

**best investment apps uk:** *Italy's Grande Traversata delle Alpi* David Jordan, 2023-05-19 A guidebook to trekking the Grande Traversata delle Alpi (GTA) from the Nufenen Pass on the Swiss border to Ventimiglia on the Mediterranean coast. Covering 809km (503 miles), this often overlooked long-distance trek through the western Italian Alps takes around 2 months to hike and is suitable for experienced alpine trekkers. The route is described from north to south in 55 stages, each between 7 and 26km (4-16 miles) in length. The route is divided into 3 sections with transport options given for those wanting to break the trek into shorter sections. GPX files available to download 1:100,000 maps included for each stage Handy route summary tables help you plan your itinerary Refreshment and accommodation information given for each trek stage

**best investment apps uk:** *Embedded Finance* Scarlett Sieber, Sophie Guibaud, 2022-05-24 Embedded finance is here and having global impact. Are you ready for it? In *Embedded Finance: When Payments Become An Experience*, veteran growth strategists, entrepreneurs, and fintech disruptors Scarlett Sieber and Sophie Guibaud deliver a thought-provoking and page-turning discussion on the most impactful and exciting trend of fintech yet: embedded finance. In the book, you'll explore the past, present, and future of fintech, from how embedded finance is being leveraged today by industry heavyweights like Google and Amazon to supercharge their customers' experience to the offerings of smaller, niche players who stand poised to dominate their own corners of the market as their answer unmet customers' needs. The authors present: ● Practical examples around the world of how embedded finance is being used today by technology companies and brands to redefine our online and offline retail experiences as we know them ● The key trends, players, and technologies that are paving the way for embedded finance to take a dominant position in our lives ● The role, opportunities, and strategies for banks, technology companies and brands, providing them with all necessary tools to define their own embedded finance strategy ● The impact of embedded finance on society, consumers, companies, and the economy as a whole, highlighting the dominant force that is embedded finance for our future ● An exciting view of how our day-to-day lives will look like in 2030, powered by embedded finance An indispensable and eye-opening exploration of one of the most exciting and influential technologies in development today, *Embedded Finance* details a revolution in financial services, banking, and technology that has already begun. Are you ready?

**best investment apps uk:** *Television and the Second Screen* James Blake, 2016-11-10 Television is changing almost beyond recognition. In the battle for consumers, social media sites, smart phones and tablets have become rivals to traditional linear TV. However, audiences and producers are also embracing mobile platforms to enhance TV viewing itself. This book examines the emerging phenomenon of the second screen: where users are increasingly engaging with content on two screens concurrently. The practice is transforming television into an interactive, participatory and social experience. James Blake examines interactive television from three crucial angles: audience motivation and agency, advances in TV production and the monetisation of second screen content. He also tracks its evolution by bringing together interviews with more than 25 television industry professionals - across the major UK channels - including commissioning editors, digital directors, producers and advertising executives. These reveal the successes and failures of recent experiments and the innovations in second screen projects. As the second screen becomes second nature for viewers and producers, the risks and opportunities for the future of television are slowly beginning to emerge. *Television and the Second Screen* will offer students and scholars of television theory, industry professionals and anyone with an abiding interest in television and technology, an accessible and illuminating guide to this important cultural shift.

**best investment apps uk:** *Welcome to GoodCo* Tom Levitt, 2017-03-02 This second edition of *Welcome to GoodCo* updates the author's critically acclaimed analysis of how the tools of business are being (and ought to be) used to help tackle the great problems of both the planet and of local communities. In exploring the increasingly politically relevant issue of 'responsible capitalism' - and its variations - he asks what it means, where it came from, why politicians are so timid around the issue and what exactly are the obstacles this crusade will have to face. He argues that business

doing good has to be supported by a business case, as that is what makes it sustainable, but that huge benefits can be reaped. As 60 of the world's top 100 economies are corporates, not countries, businesses that are not helping to create solutions become part of the problem. Added topics in the 2015 edition include: the growth of social value in the commissioning of services and what business can learn from this; the Social Progress Index as an alternative to GDP; and the role for greater corporate citizenship as a way of enhancing employee engagement, with all the benefits that this can bring to a company. It updates the stories and data which made the first edition so readable. In a world in which businesses of all sizes frequently find some of their practices at odds with the basic principles of their customer or citizen promise, *Welcome to GoodCo* offers a realistic, commercially hard-nosed approach to reframing business in society.

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