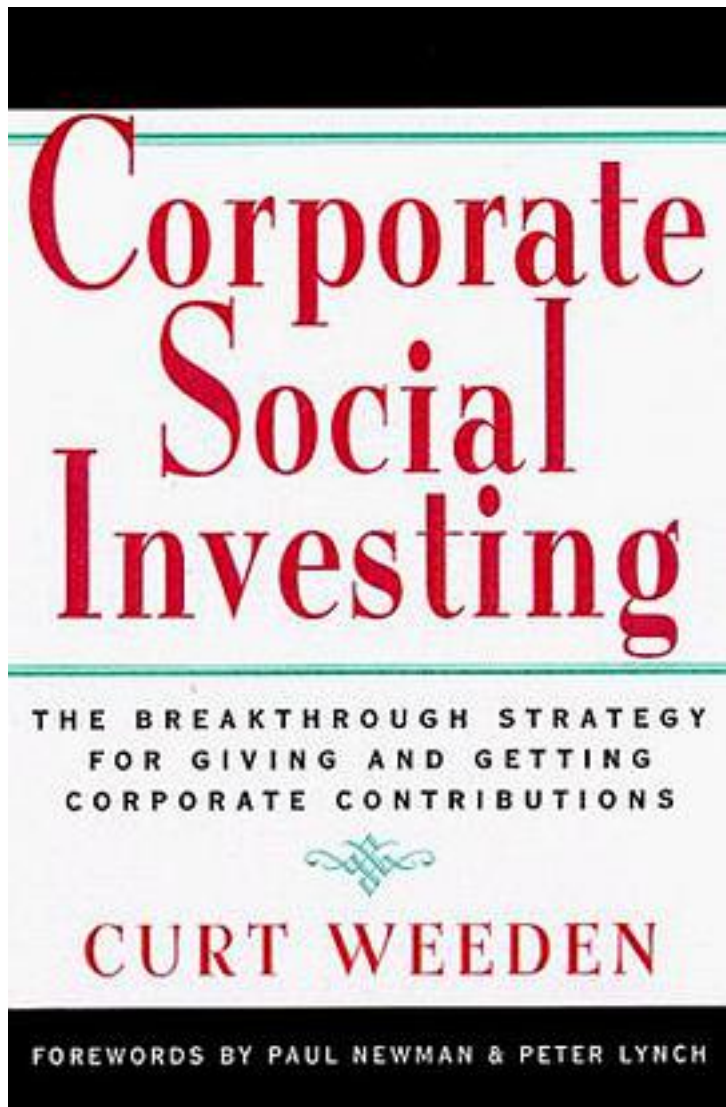


# Corporate Social Investing



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著者:Curt Weeden

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This is currently the #1 best-selling fund-raising book in America. Because of heavy demand, there may be some delays in shipping (up to 3 or 4 weeks depending on publisher supply). Amazon.com will notify you regarding the status of your order if there is a delay in shipment.

Corporate philanthropy is on its way out. A new concept called "corporate social investing"-which requires that every commitment of money and/or product/equipment/land which a company makes must have a significant business reason-is taking its place. The transition has implications to every business and nonprofit organization in America. This book provides the strategic plan for making the transition to corporate social investing. By following the practical steps described here, businesses and nonprofits can forge creative alliances that can boost corporate profits while at the same time providing added resources for schools, colleges, cultural organizations, civic groups, and other important charities.

Weeden's breakthrough plan, based on his innovative concept of corporate social investing, has the potential to dramatically change the way businesses and nonprofits interact. If widely implemented, it could substantially increase corporate support for nonprofits, turning the tide against cutbacks, offering profound benefits to businesses, and revitalizing the essential services nonprofits provide.

作者介绍:

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