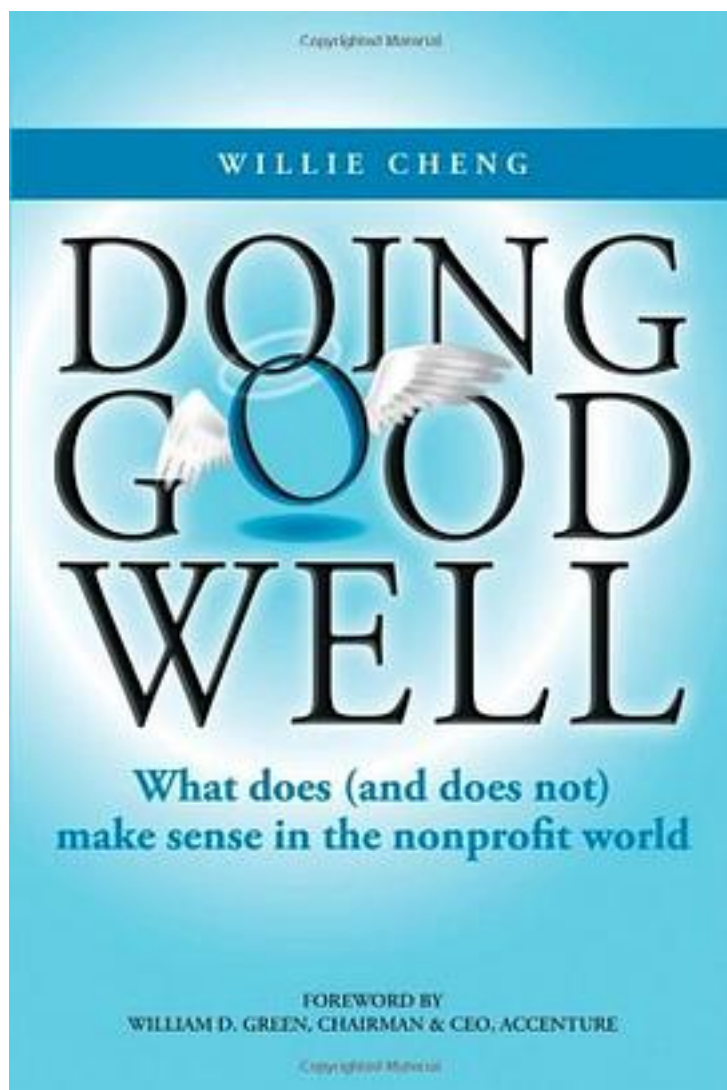


# Doing Good Well



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Why does a deserving charity struggle to make ends meet while another which squanders money, thrive? Because there is a structural disconnect between revenue and expenses in the nonprofit world. Is continuous growth the hallmark of a successful charity? No, it's just the opposite – the ultimate aim of a charity is to be extinct. Would you use volunteers if it actually cost more than hiring paid skilled staff? Yes, if engagement with the community is crucial. Call these examples, ironies, paradoxes or simply insights into why the charity sector is what it is. Doing Good Well is a thinking man's guide to the nonprofit world. It is replete with nonprofit paradigms. It provides a different twist to what one might regard as straightforward notions such as mission, staff compensation, governance and corporate social responsibility. And it surprises and challenges even as it seeks to explain charity-specific issues such as charitableness, bridging the rich/poor divide, informed giving and social entrepreneurship. And as he deconstructs existing paradigms, Willie Cheng creates new ones. Through an easy writing style, hearty anecdotes and thought-provoking perspectives, Cheng engages the readers with a strategic review of not just the status quo but also the enormous potential in the nonprofit world. The theme of the book is change. Inasmuch as charities are about changing society for the better, this book seeks to set the stage for interesting introspection. Whether you are a volunteer, business executive, nonprofit worker, governor or regulator, it's time to start asking the questions that would help the charity sector itself change for the better. In Cheng's words, charity is no longer simply about "Just Doing Good" but "Doing Good Well."

作者介绍:

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标签

NGO

美国

社会创新

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文章合集

慈善

公益

企业家精神

## 评论

什么是慈善事业？慈善事业的现状是什么样子的？慈善世界和商业世界有什么相同和不同的地方？——书中给出了言简意赅的答案，还有比答案更重要的：思考。作者敢于脱下NGO这个标签所携带的“高尚”、“善良”、“无私”等等高帽子，从实际案例出发，为你分析NGO世界里的利益牵扯，包括关于NGO领域就业和收入的实在问题。有些观点，比如“the ultimate aim of a charity is to be extinct”颇有震慑力。作者系Accenture咨询公司新加坡地区前总经理，有丰富的非盈利组织咨询和管理经验。书中实例和理论模型丰富，学术jargon味淡，便于阅读和理解。

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thinking guide for NGO。准备翻译

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I recommend this book for two things: its enjoyable writing style and its thought-provoking perspectives into some common issues in the social sector. I agree with the author on many of his remarkable comments and would like to quote this very one: It may be easier to change the heart of the business entrepreneur than the head of the social worker.

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## 书评

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