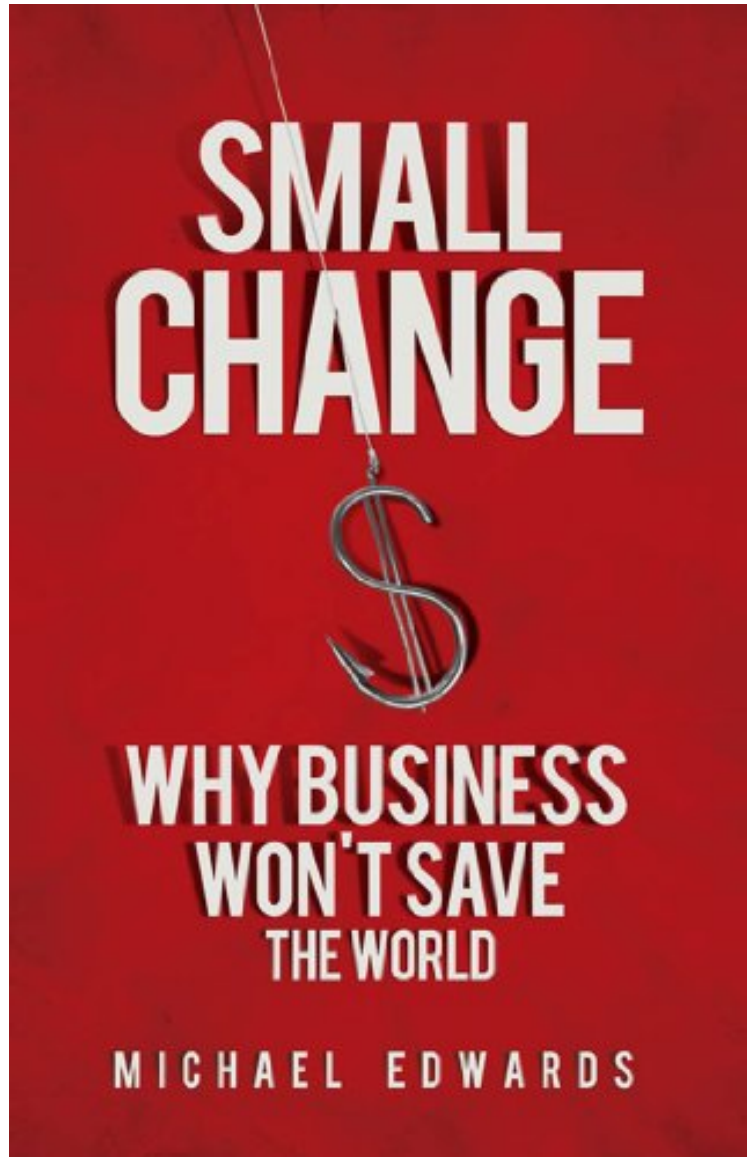


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## Small Change: Why Business Won't Save the World

*Michael Edwards*

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**Michael Edwards : Small Change: Why Business Won't Save the World** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Small Change: Why Business Won't Save the World:

1 of 1 people found the following review helpful. Professor Emeritus (In Practice)By Eugene FramMy professional interests have been to understand how elements of business governance practices can be applied to nonprofit boards. More commonly, nonprofit boards, have had ineffective committee structures, board members who micromanage qualified professional managers and detailed reporting systems that sap senior managers' time, energy and meager budgets. Michael Edwards' brilliantly written book provides thought provoking material centering on how to start

building a civil society though allowing philanthropy and business each to acknowledge what each does best and to join as partners in building a civil society. My reaction as a businessperson, is that his counsel of using some business practices in the nonprofit sector is a reasonable one, as long as the practices help organizations to achieve long-term mission outcomes. I am sure that most thoughtful business leaders will agree with him. He concludes, "[T]here is no single approach or set of ideas or actors that has a monopoly on wisdom, authority or power. "Nonprofit chief executives should consider giving the book to their board members and those interested in building a more civil society, such as foundations, consultants and those concerned with developing public policy." 2 of 2 people found the following review helpful. A must read for nonprofit professionals and trustees. By Martin Novom, CFRE. Michael Edwards book was recommended to me by a colleague and I am so glad that I read it. I have been quietly but insistently disturbed by the buzz in the nonprofit sector about the new capitalists and how they are revolutionizing the world of philanthropy. I couldn't put my finger on what it was that didn't feel right. So, frankly, I kept my feelings and thoughts to myself. I have 24 years experience as a professional philanthropic fundraiser and spend a great deal of time thinking, reading and in dialog with colleagues who care about our sector. Michael Edwards has done an enormous service for me and others who are thinking long term about the role of the nonprofit sector. He is able to articulate just what it is that the enterprise sector provides and what it does NOT provide that is valuable and essential in its interactions with the nonprofit sector. He dispels some of the hype, not in a heavy handed way, but with clear and expressive writing. BRAVO Michael! 1 of 1 people found the following review helpful. Read this now! Yes, I mean you. By Simone P. Joyaux. Michael Edwards' SMALL CHANGE is a true wake-up call for our sector, for the professionals and the donors and the boards. Michael challenges our assumptions and provokes us to think about giving and social change and social justice. Maybe social change and social justice scare you. But embrace your fear. It's time that each of us thinks deeply about who gives and why they give. It's time that each of us thinks more deeply about how to make a better world. It's way past time to welcome all donors, not just the mega philanthropists. It's way past time to question our fascination with for-profit corporations and their ways of doing business. This book is easy to read - a nice writing style. This book is quick to read. Give it as a gift to yourself. Give it as a gift to others. Invite all your board members to read it. Talk with your professional colleagues and fellow donors. This is an important book for us all. Thank you, Michael.

A powerful critique of a seemingly beneficial trend that is actually undermining the effectiveness of philanthropy. Written by an insider -- a former official with several high-profile nonprofits. Co-published with the prominent New York think tank Demos. A new movement is afoot that promises to save the world by bringing the magic of the market to philanthropy. Nonprofits should be run like businesses, its adherents say, and businesses can find new sources of revenue by marketing goods and services that benefit society. Dubbed "philanthrocapitalism," its supporters believe that business principles can and should be the primary drivers of social transformation. What could be wrong with that? Plenty, argues, former Ford Foundation director Michael Edwards. In this hard-hitting, controversial expose he marshals a wealth of evidence to show just how far short the promise of philanthrocapitalism has fallen, and why the whole concept is fundamentally flawed. Some business practices can be beneficial to nonprofits, and it's definitely a good thing that the for-profit sector is developing a social conscience. Edwards carefully specifies when businesses and business thinking can help. But to really get at the root causes of the systemic problems most nonprofits wrestle with -- hunger, poverty, disease, violence -- requires a completely different way of operating. Social transformation demands cooperation rather than competition, collective action more than individual effort, and values patient, long-term support for solutions over short-term results. Philanthrocapitalism concentrates power in the hands of a few major players, mirroring the very inequities civil organizations should be trying to ameliorate. With a vested interest in the status quo it shies away from fundamental change. At most all it can promise is valuable but limited advances: small change. Ultimately, Edwards argues that the use of business thinking can and does corrupt civil society. It's time to differentiate the two and reassert the independence of global citizen action.