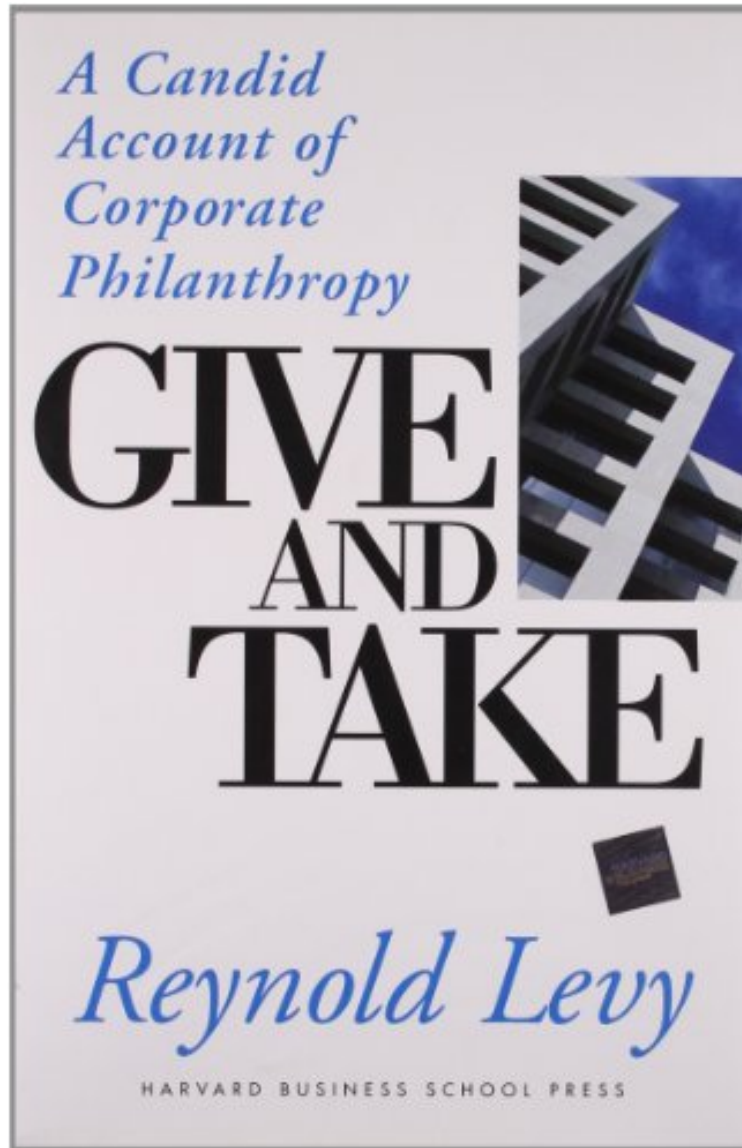


(Mobile book) Give and Take: A Candid Account of Corporate Philanthropy

Give and Take: A Candid Account of Corporate Philanthropy

Reynold Levy

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Reynold Levy : Give and Take: A Candid Account of Corporate Philanthropy before purchasing it in order to gauge whether or not it would be worth my time, and all praised Give and Take: A Candid Account of Corporate Philanthropy:

This text looks at the stories behind philanthropic successes and failures, and provides a framework for funders to

consider their company's operating objectives and how to align their social responsibilities. It also provides helpful tips to enable practitioners to solicit funds.

From Library Journal
The author served as president of the ATT Foundation for 12 years, helping to shape its philanthropy program and seeing it through political crises such as the Planned Parenthood uproar of 1991. With wisdom and experience, he shares his view of philanthropy in the context of modern business realities and discusses insider "trade secrets." Part 1 covers "the art and craft" of corporate contributions, Part 2 discusses the current political climate affecting philanthropy, Part 3 includes views from some beneficiaries, and Part 4 outlines emerging trends such as globalization and competition. A leader in the field, Levy has made an important contribution with this combination of philosophical wisdom and practical advice. As philanthropy is currently undergoing a transformation in the United States, this book is highly recommended for large collections.
ALaura E. Lipton, Pacific Northwest Grantmakers Forum, Seattle Copyright 1999 Reed Business Information, Inc.
From Booklist
Levy, an experienced manager of corporate foundations as well as nonprofit organizations, provides a guide for philanthropists and those who rely on them. His goal is to reveal the underlying dynamics of philanthropy and the sources of its appeal, given the realities of today's business environment. He also aims to help those who solicit funds to be more effective in their efforts with corporations and urges corporations to give wisely and well. The author begins by describing the fundamentals of corporate philanthropy and then analyzes in detail some of its operations, such as general organization and politics. The third section offers advice to those seeking philanthropic support from corporations, and finally Levy gives his view of the future of corporate philanthropy. He makes a remarkably optimistic case for the state of corporate philanthropy, in spite of a commonly held view that corporate mergers are causing a decline in funding, as is the recent phenomenon of companies exacting some tangible payback for their charitable dollars.
Mary Whaley
From the Back Cover
"Reynold Levy demystifies a world that has been long shrouded in confusion and secrecy. Give and Take is a brilliant guide both for corporations anxious to convert good intentions into good business, and for nonprofits eager to unmask the mysteries motivating corporate philanthropy. --Nathan Leventhal, President, Lincoln Center for the Performing Arts, Inc. "The marriage of America's for-profit sector with its 'Third Sector' has proven to be one of the most dynamic unions in world history. Levy, while looking sharply and sometimes caustically at both partners in this marriage, has also enabled them to proceed toward what he calls its 'unbound potential.' Give and Take is a highly sophisticated and knowledgeable book-the first of its kind." --Stephen Joel Trachtenberg, President, The George Washington University "In Give and Take, Reynold Levy offers not only an insider's account of a powerful new strategic approach to corporate philanthropy, but also a framework for understanding why philanthropy has become not a luxury, but a necessity for the successful corporation. Those concerned about the future of American business, the vitality of America's nonprofit sector, and the health of American society will find this book intriguing, powerful, and important." --Lester M. Salamon, Director, Center for Civil Society Studies, Johns Hopkins