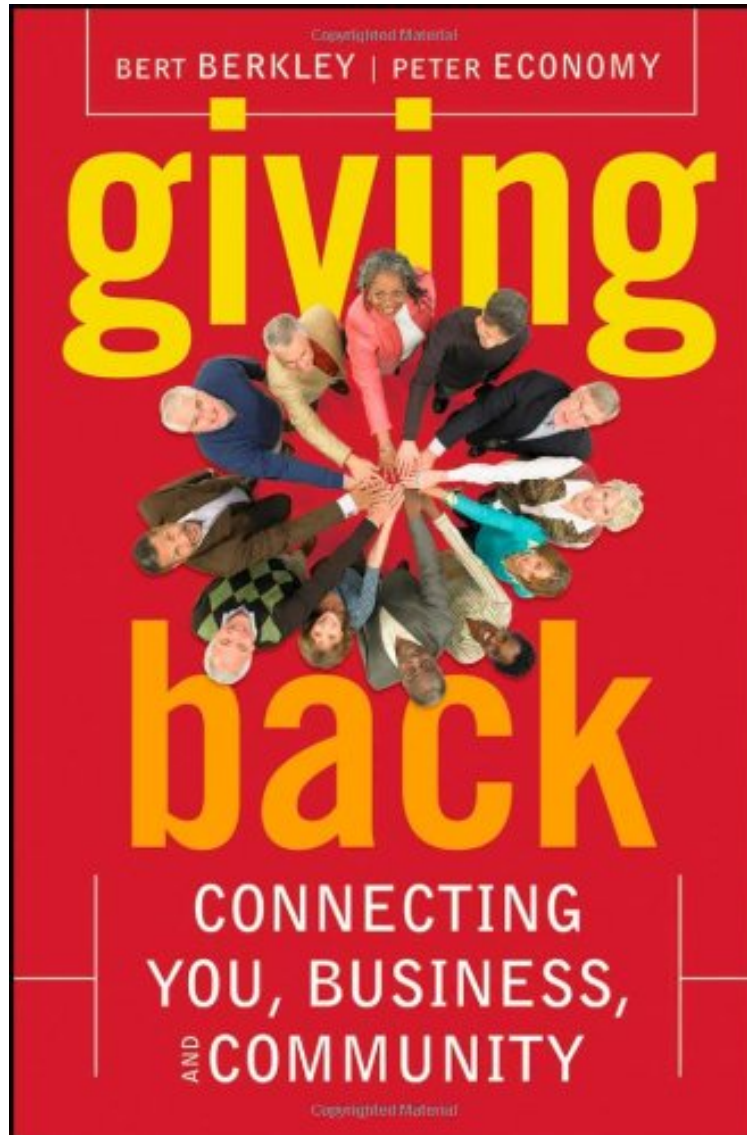


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Giving Back: Connecting You, Business, and Community

Bert Berkley, Peter Economy

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#2840253 in Books Publication 2008-02-08 Original language: English PDF # 1 9.30 x .72 x 6.30l, .80 #File Name: 047016753X176 pages Author: Peter Economy Bert Berkley February 2008, 158 pages, Hardcover | File size: 17.Mb

Bert Berkley, Peter Economy : Giving Back: Connecting You, Business, and Community before purchasing it in order to gage whether or not it would be worth my time, and all praised Giving Back: Connecting You, Business, and Community:

1 of 1 people found the following review helpful. Inspirational, Insightful and Hands On Practical By Elaine Kudlate This book provides truly inspirational stories of incredible individuals (certainly including Bert Berkley

himself) who are doing great works to make a difference, each in their own way. In addition, the interviews are really helpful getting into the motivations and challenges faced in these endeavours, and there is a very practical, 'how to' sense about it all. A MUST READ!! 0 of 0 people found the following review helpful. A Tool for Empowerment By Geoffrey Oelsner I have always thought that teaching by example is the most potent approach. Giving Back offers ample examples of businesses and business persons who have richly benefitted their communities--and their businesses. Any of the ten chapters in this information-packed, highly readable short book has the power to empower further community activism from the world of business. As a therapist, I've long observed that one of the things that make people saddest is the nagging feeling that they're not fulfilling their full potential. Bert Berkley and Peter Economy present stories and Q and A discussion sessions with business leaders who are actualizing their potential as proactive forces in the community, and our society at large. The tone of each discussion is upbeat and positive. This book is an instantly useful tool for empowerment. 1 of 1 people found the following review helpful. Giving Back By David P. Griffin Most people think true stories are much more engaging than fictional ones. The true accounts shared in Berkley an Economy's Giving Back aren't just engaging, they're truly inspirational! Beyond profits, business people are encouraged to use their creativity and their resources (not just dollars), to help others. Although unintended, efforts to help others often bring benefits to the original business, including sustainability itself. At this time of world-wide economic malaise, the need to help others is calling from every corner of the world. Author Bert Berkley's own personal life, and his efforts to help others has set the ultimate example to follow. Giving Back lights the way for us to follow that example. Read it. You will be inspired!

There is something exciting happening in businesses across the country. More business-people and more companies than ever are participating in charitable activities and are learning that giving back is not a slogan it is a way of doing business and a way of life. Giving Back reveals how fundamental and lasting changes are being accomplished in communities and highlights highly effective organizations from a number of major metropolitan areas, including Kiva.org, Horizons for Homeless Children, the Annie E. Casey Foundation, LINC, Stonyfield Farm Profits for the Planet, and many more. You will be inspired by the stories, anecdotes, personal observations, experience, and advice of visionary leaders in business, including: Roger Brown and Linda Mason, cofounders of Bright Horizons Family Solutions S. Truett Cathy, founder and Chairman, Chick-fil-A, Inc. Matt Flannery, cofounder of Kiva.org Gary Hirshberg, Chairman, President, and CEO of Stonyfield Farm Kent C. (Oz) Nelson, retired chairman and CEO of United Parcel Service In each case, you will discover the positive benefits of becoming personally involved in your community and of affiliating your business with charities and nonprofits. These benefits include an increase in your bottom line and in your employees' morale, as well as a boost to your company's brand and reputation all through giving back.

From the Inside Flap Giving Back: Connecting You, Business, and Community More than ever before, businesspeople are seeking new ways to get involved in their communities by affiliating with charities and nonprofits in meaningful and deeply powerful ways. This new mindset is one where doing good is not just positive public relations, but essential to the way the company does business. Giving Back: Connecting You, Business, and Community is a revolutionary book about the new enlightenment in business that is a direct result of the demographic, political, and social changes in the nation today. Brimming with exclusive stories of leaders who have been successful at making a difference in their own communities, this book shows you how many successful businesspeople have made giving back a part of their everyday lives. Giving Back also shows how your business's participation in charitable activities can enhance its brand and bottom line. Providing a wealth of hands-on, practical experience, this insightful book covers essential topics, including: Why doing good is smart business Leading by example A revolution in retail Partnering with nonprofits A new spirit of volunteerism The venture philanthropists The personal benefits of giving back When businesspeople focus their energy, organizational talent, and personal connections on achieving a social goal, they can be a powerful force for community good. Giving Back provides you with the tools, facts, and know-how to build mutually beneficial relationships where the sum of the two parts can be greater than either one alone. There will never be a shortage of problems to be solved, but there will always be a need for talented and passionate people to help solve them. Giving Back will inspire you to give back to create a positive and long-lasting impact in your community and in the world around you. From the Back Cover Praise for Giving Back "Giving Back: Connecting You, Business, and Community is the hope of the future. And when two great thought leaders document the inspiring examples of corporate social responsibility, doing well by doing good, changing lives and building the healthy community, we all respond. Great book, powerful message." Frances Hesselbein, Chairman, Board of Governors, Leader to Leader Institute "All my business life, I have preached the importance of volunteering and sharing your gifts with your community. This book is full of examples, a how-to for companies and individuals who are ready to make the world a better place." Harvey Mackay, author of the New York Times #1 bestseller Swim With the Sharks Without Being Eaten Alive "I have long believed that we cannot rely only on government to provide the answers to society's most pressing needs. Businesspeople have a long history of applying their unique skills and resources to lend a helping hand

to those who need it, and I consider this book essential reading for anyone who wants to learn how to make a difference." Henry Bloch, founder and Honorary Chairman, HR Block, and Chairman, HR Block Foundation so what's so great about your business doing good? There is something exciting happening in businesses across the country. More business-people and more companies than ever are participating in charitable activities and are learning that giving back is not a slogan it is a way of doing business and a way of life. Giving Back reveals how fundamental and lasting changes are being accomplished in communities and highlights highly effective organizations from a number of major metropolitan areas, including Kiva.org, Horizons for Homeless Children, the Annie E. Casey Foundation, LINC, Stonyfield Farm Profits for the Planet, and many more. You will be inspired by the stories, anecdotes, personal observations, experience, and advice of visionary leaders in business, including: Roger Brown and Linda Mason, cofounders of Bright Horizons Family Solutions S. Truett Cathy, founder and Chairman, Chick-fil-A, Inc. Matt Flannery, cofounder of Kiva.org Gary Hirshberg, Chairman, President, and CEO of Stonyfield Farm Kent C. (Oz) Nelson, retired chairman and CEO of United Parcel Service In each case, you will discover the positive benefits of becoming personally involved in your community and of affiliating your business with charities and nonprofits. These benefits include an increase in your bottom line and in your employees' morale, as well as a boost to your company's brand and reputation all through giving back.

About the Author Bert Berkley is Chairman of Tension Envelope Corporation, one of the nation's largest envelope manufacturers, and is the founder and immediate past chairman of the Local Investment Commission (LINC). He is currently on the boards of the Institute for Educational Leadership and Centerpoint for Leaders, as well as several state of Missouri and local boards (bertberkley@tension.com). Peter Economy is a professional business writer and author or coauthor of several bestselling books including *Managing For Dummies* and *Enterprising Nonprofits: A Toolkit for Social Entrepreneurs*, both published by Wiley. He is also associate editor of *Leader to Leader*, the Apex award-winning publication of the Leader to Leader Institute.