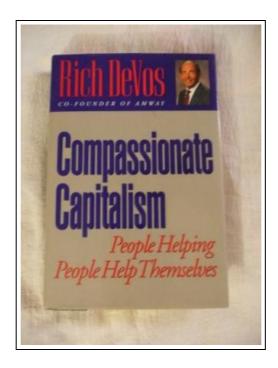
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Completely among the best ebook I actually have possibly read. It can be rally fascinating through reading through period of time. I am very easily can get a pleasure of studying a written ebook.

(Mr. Antone Rogahn Sr.)

COMPASSIONATE CAPITALISM



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Dutton Books, 1993. Hard cover. Condition: New. Dust Jacket Condition: New. Sewn binding. Paper over boards. With dust jacket. 352 p. Audience: General/trade. From Publishers Weekly Recently there has been a deluge of books on managerial theory, "how-to" scenarios and inspirational tomes about the "good life," but rarely can an author combine these genres. DeVos, co-founder and retired president of Amway, does so effectively with this study of how to be entrepreneurial, successful and compassionate. Offering dozens of emotional anecdotes about struggling and then successful people he knew at Amway, DeVos develops an intriguing 16-part "Credo for Compassionate Capitalism" that draws heavily on the Judeo-Christian ethical tradition, then melds its precepts with those of capitalism. His thoughts on helping others, racial and religious toleration and the environment are impressive, as are his positions on credit availability and business behavior. Of obvious interest to Amway's two million distributors, his book should also have strong appeal for general readers. Copyright 1993 Reed Business Information, Inc. From Library Journal Combining history with present-day case studies, DeVos presents a methodology for "compassionate capitalism"—that is, while remaining a capitalist, one can also care about the planet, have a conscience and heart, and reach out to serve others. Each chapter starts out with a credo: for example, "owning our own business is the best way to guarantee our personal freedom and our financial security." DeVos illustrates this credo with the example of Ben and Jerry's ice cream company, which has established a foundation and uses its resources to provide community-oriented activities with loans and grants. DeVos, a founder of the now-worldwide Amway Corporation, recently won the Alexander Hamilton Award for Economic Education from the Freedom Foundation; he maintains that inspiration and motivation are the basis for entrepreneurial success. Recommended for public libraries. -Joan A....



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