

Corporate Social Responsibility Doing The Most Good For Your Company And Your Cause By Philip Kotler

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an argument for putting sentiment aside and maximizing the practical impact of our donated dollars powerful provocative nicholas kristof of the new york times peter singer's books and ideas have been disturbing our complacency ever since the appearance of animal liberation now he directs our attention to a challenging new movement in which his own ideas have played a crucial role effective altruism effective altruism is built upon the simple but profoundly unsettling idea that living a fully ethical life involves doing the most good you can do such a life requires a rigorously unsentimental view of charitable giving to be a worthy recipient of our support an organization must be able to demonstrate that it will do more good with our money or our time than other options open to us singer introduces us to an array of remarkable people who are restructuring their lives in accordance with these ideas and shows how paradoxically living altruistically often leads to greater personal fulfillment than living for oneself doing the most good develops the challenges singer has made in the new york times and washington post to those who donate to the arts and to charities focused on helping our fellow citizens rather than those for whom we can do the most good effective altruists are extending our knowledge of the possibilities of living less selfishly and of allowing reason rather than emotion to determine how we live doing the most good offers new hope for our ability to tackle the world's most pressing problems

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