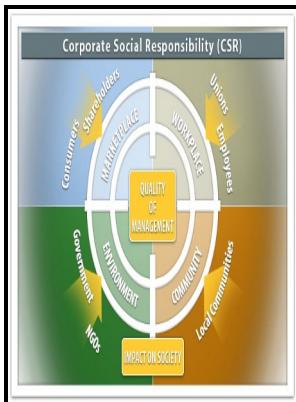


Looking good and doing good - corporate philanthropy and corporate power

Indiana University Press - The Shape of Corporate Philanthropy Yesterday and Today



Description: -

- Social responsibility of business -- United States
 - Corporations -- Charitable contributions -- United States
 - Looking good and doing good - corporate philanthropy and corporate power
 - Philanthropic studies
 - Looking good and doing good - corporate philanthropy and corporate power
- Notes: Includes bibliographical references (p. [171]-180) and index.
This edition was published in 1997



Filesize: 26.67 MB

Tags: #Philanthropic #and #Nonprofit #Studies: #Looking #Good #and #Doing #Good #: #Corporate #Philanthropy #and #Corporate #Power #by #Jerome #L. #Himmelstein #(1997, #Trade #Paperback) #for #sale #online

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The Shape of Corporate Philanthropy Yesterday and Today

As the most , corporate employees can look up their companies to determine whether they are eligible for matching gifts, volunteer grants, or both.

The Business Case for Corporate Philanthropy: Beyond “Goodwill” to Good Investment

Anheuser-Busch donated water in cans to hurricane-hit regions, while others opened their doors or delivered food and support to rescue teams and victims taking shelter. Rather, the real trick for corporate philanthropy professionals, including corporate grantmakers in the arts, is identifying exactly what constitutes that heart. Employees, customers, and others become skeptical if they think a company is supporting philanthropic causes purely for good optics.

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