



Philanthrocapitalism: How Giving Can Save the World

By Matthew Bishop, Michael Green

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For philanthropists of the past, charity was often a matter of simply giving money away. For the philanthrocapitalists-the new generation of billionaires who are reshaping the way they give-it's like business. Largely trained in the corporate world, these "social investors" are using big-business-style strategies and expecting results and accountability to match. Bill Gates, the world's richest man, is leading the way: he has promised his entire fortune to finding a cure for the diseases that kill millions of children in the poorest countries in the world. In *Philanthrocapitalism*, Matthew Bishop and Michael Green examine this new movement and its implications. Proceeding from interviews with some of the most powerful people on the planet-including Gates, Bill Clinton, Warren Buffett, Oprah Winfrey, and Bono, among others-they show how a web of wealthy, motivated donors has set out to change the world.

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Editorial Review

Review

"A terrific book about how private money can help solve even the most difficult public problems.

"Philanthrocapitalism" is the definitive guide to a new generation of philanthropists who understand innovation and risk-taking, and who will play a crucial part in solving the biggest problems facing the world."--Mayor Michael Bloomberg

"Everything you need to know about the revolution underway in the world of philanthropy--its potential as well as its challenges. An indispensable book for anyone who cares about helping the world's four billion poor get a chance to live their dreams." --Hernando de Soto, author of "The Mystery of Capital"

"Without question the best book now available on the global explosion of philanthropy, the new forms of giving and volunteering, and the many variations of social entrepreneurship. Indeed, it is the only book that provides a comprehensive, worldwide view of this new age of charity. In reader-friendly prose, notable not only for its felicity but also for its lack of jargon, Bishop and Green document the state-of-the-art practices with which the flood of philanthropic dollars is being turned toward the world's critical social problems."--Joel Fleishman, author of "The Foundation"

"Important. Well-written. Timely. Here in this wonderful book, Matthew Bishop and Michael Green shine a light on sparkling examples of effective philanthropy, and how some of the most accomplished people are trying to solve the world's most intractable problems. A superb portrait of a vital new force shaping the world today, "Philanthrocapitalism" deserves to be widely read."--Jim Collins, author of "Good to Great"

"Matthew Bishop's and Michael Green's stunning book provides keen and penetrating insights into the growing significance of the new philanthropists and their commitment to use their wealth to change the world and deploy their wealth with capitalistic rigor. It is a must read for anyone searching for creative approaches to solving the world's problems."--Bill George, author of "True North" and former chair & CEO of Medtronic

About the Author

Matthew Bishop is chief business writer of the *Economist*. **Michael Green** is an expert on the relationship between government and the nongovernmental sector, particularly in the field of international development. Bishop lives in London, Green in New York.

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Laurel Ramer:

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