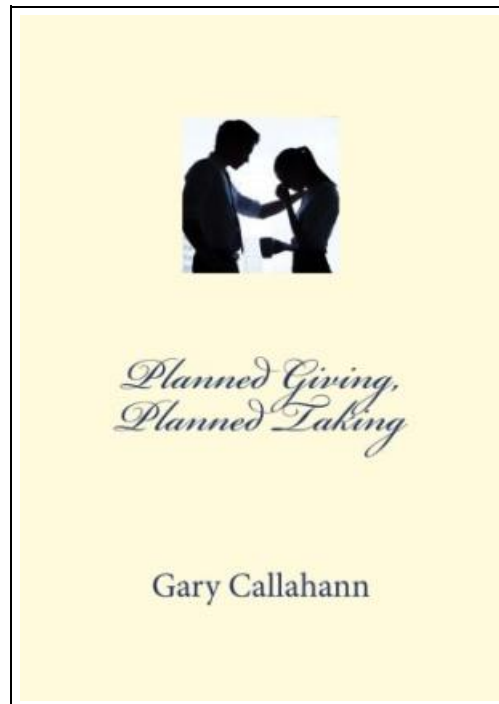


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PLANNED GIVING, PLANNED TAKING (PAPERBACK)



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Createspace Independent Publishing Platform, United States, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.In a small, wealthy private college, the high-stakes world of development pushes fundraisers into risky territory, forcing communications professionals to walk the same questionable lines. When the Advancement team lands two transformational gifts, family members charge school leadership with elder abuse. Watch the insulated, austere campus community mishandle a crisis and unravel. Self-absorbed egos, power-hungry administrators, and cliqued-up staff members collide with rumors, accusations, and arrests, turning the situation into an unsolvable public relations disaster. Excerpts Susan moved cautiously at first when she began to pursue the major gift. Gradually she increased her efforts. Why not, it was a legitimate pursuit. Lydia understood that Susan wanted a gift from her. No secrets between them on this. No con games. Everything transparent. The more Susan learned about Lydia s life, the closer Susan felt toward her, the more Susan genuinely wanted her husband s legacy to live on, to keep the family name alive. This was a special woman, who shared a special life with a successful alum. She believed a gift to the school could help their shining spirit endure. The integrity of the school would be well-served by the respect and dignity of Lydia Starks. Susan felt like she knew Lydia s husband, and she knew he d want to give such a gift to the school. There were times, as the game grew more intense, that Susan wasn t sure who was playing who in the pursuit of this cat-mouse gift. She knew one thing: Lydia was as sharp and savvy as anyone she had tried to sell in her professional past, from Silicon Valley to Wall Street. -- Rita was adamant, Susan recalled. -You worked hard for...



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