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Yours for the Asking: An Indispensable Guide to Fundraising and Management (Paperback)

By Reynold Levy

John Wiley and Sons Ltd, United Kingdom, 2009. Paperback. Condition: New. Revised and Expanded. Language: English . Brand New Book ***** Print on Demand *****. Praise for Yours for the Asking: An Indispensable Guide to Fundraising and Management Reynold Levy is a master at persuading people to give money-lots of money-to worthy causes. Now he shares his wisdom with us all-and at a bargain price! -Tom Brokaw Ren Levy is the master of his trade. He can squeeze big dollars out of a stone and he tells here just how to do it. Anyone raising money for a good cause must read this book! -John C. Whitehead, former Co-Chairman and Senior Partner of Goldman Sachs and former United States Deputy Secretary of State Ren Levy has written the definitive handbook on fundraising. It should be required reading for boards of directors and senior staff of nonprofit organizations. The lessons learned from Ren s broad experience are equally relevant to corporate executives as they endeavor to establish and strengthen customer relationships. -Indra Nooyi, Chairman and CEO, PepsiCo I have raised money for a living for several decades. But I could not articulate better than Reynold Levy has done in Yours for...



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