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## The Road to Help: The Revolution in Charity, Philanthropy and International Development

By Miles Wortman

Createspace, United States, 2014. Paperback. Book Condition: New. 221 x 150 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Since 1990 in America and around the world, philanthropy and international development, together HELP, emerged to become a revolutionary force. It alters the political landscape outside the traditional political theater, influencing basic social conditions and institutions. How this RELIGINDUSTRY grew from the passing of baskets in church, the benefits it provides and the distortions it creates is the subject of this book. HELP is an industry in that it now comprises a huge part of the American economy, more than ten percent, with professional schools, organizations, journals and influential lobbying groups. Charity is a universal movement, marked by social media, weekly marches and meetings and self-congratulatory celebrity endorsements, a religion, in that it requires us to participate on faith. The expansion of marketing strategies obscures the best-intentioned charitable motives. Innovative marketing techniques such as Cause Marketing, Ethical Consumerism, and Crowd Sourcing employ a broad range of tactics: the proclamation of (unreachable) goals, meetings, blogs and media events, in an orgy of Orwellian language. Financial institutions and corporations seek to transform the non-profit sector into profit-making organizations, blurring the...



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