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There Are Massive Differences Between Charities in the Same Field  
Coming to Grips with the Hard Facts; Chapter 6 How We Can Drive Our Favorite Charities to Succeed; The 1,500 Bottle of Soda; The Free Market and the World of Charity; Giving Non-Profits the Incentive to Be Great; It's Not All Donors' Fault; Unhelpful Advice; A New Breed of Charity Advisors; Chapter 7 Our Brains Don't Want Us to Be Great at Doing Good, But We Can Outsmart Them; What Charity Looks Like on the Inside; Questioning Our Motives; Looking Out for Number One, in More Ways Than One  
Our Biases Try to Rule Us, and This One Is Really Bad Empathy and Evolution; More Biases and Other Mental Quirks; Defeating Our Brains and Doing as Much Good as Possible; Putting Our Self-Centeredness to Work; Chapter 8 The Advice We Are Given About Charity Is Wrong-Here's the Truth; Following Your Passion Is a Bad Idea; Being Great at What You Do Doesn't Matter Unless You're Doing the Right Thing; Not All Charity Work Is Needed or Worth Doing Right Now; We Have to Make Hard Decisions About Who to Help and Who to Ignore; Doing Good Doesn't Always Feel Good; Charity Is All About Winning  
Chapter 9 Moving Forward with Humility: Admitting What We Don't Know Knowing What We Don't Know; The Wonderful World of Science; Learning How to Do Good Instead of Guessing How to Do Good; Chapter 10 Nine Steps to Greatness; 1. Get Serious; 2. Never Forget the Goal of Charity; 3. Shun Fuzzy Thinking and Feel-Good Rhetoric-They Are Self-Centered; 4. Be Aware of the Psychological Biases We All Have; 5. Be Willing to Face the Hard Facts; 6. Define and Make Decisions Around a Bottom Line; 7. Measure, Measure, Measure; 8. Give Non-Profits the Incentive to Be Great  
9. And Remember: Never Forget the Goal of Charity

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## Sommario/riassunto

"Turns out much of the advice we've been given about how to make the world a better place turns out to be dead wrong. Donating to certain charities will do thousands of times more good than donating to others. Non-profits that choose to carry out one program instead of another will be hundreds of times less successful than they could be, regardless of how bright, hard-working, and compassionate their staff may be. The majority of Americans are involved in charitable work. Most of us donate. Many of us volunteer. Millions go to work each day at a non-profit organization. By taking a more rigorous, calculated approach to charity, we can learn how to do dramatically more good. We can learn how to truly change the world. This book shows you how. Drawing on fifteen years of non-profit experience, a working knowledge of thousands of academic studies on what drives charitable and behavioral decisions, interviews with non-profit and philanthropy professionals, and years of reading, writing, and lecturing on how to effectively bring about social change. The first book to address how a whole host of psychological and social factors combine to drive us toward making bad charitable decisions, its unique content and frank approach will help it stand out in the field of non-profit and philanthropy books. "--

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