

1. Record Nr.	UNISA996218676103316
Autore	Stevenson Scott C
Titolo	Endowment Builder: Practical Ideas for Securing Endowment Gifts
Pubbl/distr/stampa	[Place of publication not identified], : Jossey Bass Imprint, 2013
ISBN	1-118-70428-2
Descrizione fisica	1 online resource (70 pages) : illustrations
Disciplina	658.15224
Soggetti	Nonprofit organizations - Finance Endowments Fund raising
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di contenuto	Preface.- Hualish -- The New Conceptual Label.- The Culture Design Paradigm (CDP).- Assessing Hualish through the Lens of CDP.- The Recipe Path.- The Example Path.- The Normative Path -- Humanistic Hualish (HH).- Epilogue.
Sommario/riassunto	Grounded in history and guided by theory, this book proposes a new inclusive cultural label, Hualish, to remedy the limitations of the word "Chinese" and replace it as the culture label for the people of "greater China" origin. The book first introduces the Culture Design Paradigm, a general culture design paradigm with three core components: vitality, structure, and foci. It then uses the Culture Design Paradigm to construct the new conceptual identity, Hualish. This is followed by detailed discussion of three practical paths that can lead to a desirable Hualish identity - the recipe path, the example path, and the normative path. Lastly, the book proposes Humanistic Hualish as a converging and gravitative Hualish culture. Built upon a rigorous academic foundation, the book provides practical guidance to individuals, families, associates, as well as organizations.