

New Philanthropy Benchmarking

Wisdom for the Passionate

Kristina Anna Kazarian

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BOOK REPORT



New Philanthropy Benchmarking: Wisdom for the Passionate
by Kristina Anna Kazarian
United University Press, 2002

October 21, 2002

"To inspire intense competition among passionate capitalist/philanthropists and provide essential wisdoms whereby they can initiate radically positive transformative change within the social sector..." is the high aim of this recent book on new philanthropy benchmarking (or NPB). The author, an ex-senior research fellow in philanthropy at Harvard Business School, believes philanthropists can and should strive for success in the social sector as their counterparts do in the for-profit world. The book is packed with success stories, best practice examples, and case studies showing how NPB works in the real world, plus templates for asking the right benchmarking assessment questions. A list of Internet resources should also prove useful for NPB practitioners.

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