



# Compassionate Capitalism: People Helping People Help Themselves

By Rich DeVos

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A trenchant examination of the roots of modern capitalism argues that as capitalism begins to cover the globe, it needs to develop a moral base that would incorporate the interests of corporations, workers, customers, and the environment. 100,000 first printing. \$100,000 ad/promo. Tour.

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### **Editorial Review**

From Publishers Weekly

Recently there has been a deluge of books on managerial theory, "how-to" scenarios and inspirational tomes about the "good life," but rarely can an author combine these genres. DeVos, co-founder and retired president of Amway, does so effectively with this study of how to be entrepreneurial, successful and compassionate. Offering dozens of emotional anecdotes about struggling and then successful people he knew at Amway, DeVos develops an intriguing 16-part "Credo for Compassionate Capitalism" that draws heavily on the Judeo-Christian ethical tradition, then melds its precepts with those of capitalism. His thoughts on helping others, racial and religious toleration and the environment are impressive, as are his positions on credit availability and business behavior. Of obvious interest to Amway's two million distributors, his book should also have strong appeal for general readers.

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From Library Journal

Combining history with present-day case studies, DeVos presents a methodology for "compassionate capitalism"--that is, while remaining a capitalist, one can also care about the planet, have a conscience and heart, and reach out to serve others. Each chapter starts out with a credo: for example, "owning our own business is the best way to guarantee our personal freedom and our financial security." DeVos illustrates this credo with the example of Ben and Jerry's ice cream company, which has established a foundation and uses its resources to provide community-oriented activities with loans and grants. DeVos, a founder of the now-worldwide Amway Corporation, recently won the Alexander Hamilton Award for Economic Education from the Freedom Foundation; he maintains that inspiration and motivation are the basis for entrepreneurial success. Recommended for public libraries.

- Joan A. Traugott, Amityville P.L., N.Y.

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From Kirkus Reviews

A Christian businessman offers an inspirational blueprint for happiness--which includes ownership of a small business, unlimited opportunity to accumulate wealth, and development of a "positive, compassionate" stance toward one's own and others' dreams." In bite-sized segments with subtitles like "Who Was Karl Marx and Why Was He So Angry at Capitalism?" and "Winners Heeded! Whiners Ignored!," DeVos (founder and president of Amway Corporation, a huge pyramidal network of door-to-door product salespeople) advises underpaid and downtrodden people all over the globe to latch onto independent means of livelihood--though how they might do so remains vague, unless they're one of the book's hundreds of examples of purchasers of Amway distributorships. The attitudinal requirements, however, are clear. In chapters that parallel DeVos's ultimate "Credo for Compassionate Capitalism" (available as a poster), "family men and women" are urged to dream great dreams and then to evaluate what in their lives needs to change to make those dreams come true, focusing on trading despair for hope, debt for probity, and indifference for renewed devotion to "God, country, family, and work." With lots of anecdotes and quotes from the likes of Winston Churchill, Eleanor Roosevelt, and Jesus, and with full-length stories of many satisfied Amway owners included, the author exhorts budding entrepreneurs-cum-compassionate-capitalists to find a mentor (i.e., an Amway sponsor), set financial goals (meet sales targets), and someday become a mentor to others (rise in Amway's pyramid of salespeople). He also fervently supports tithing to churches and charities and "helping to save the planet, our island home." An unmemorable but good-hearted addition to the tradition of Dale Carnegie and Norman Vincent Peale. -- Copyright ©1993, Kirkus Associates, LP. All rights reserved.

## **Users Review**

### **From reader reviews:**

#### **Royce Axtell:**

Nowadays reading books be than want or need but also work as a life style. This reading habit give you lot of advantages. Advantages you got of course the knowledge the rest of the information inside the book this improve your knowledge and information. The information you get based on what kind of guide you read, if you want get more knowledge just go with schooling books but if you want really feel happy read one together with theme for entertaining like comic or novel. The particular Compassionate Capitalism: People Helping People Help Themselves is kind of book which is giving the reader unstable experience.

#### **Ralph Capra:**

The reason? Because this Compassionate Capitalism: People Helping People Help Themselves is an unordinary book that the inside of the guide waiting for you to snap the item but latter it will distress you with the secret it inside. Reading this book beside it was fantastic author who have write the book in such amazing way makes the content on the inside easier to understand, entertaining method but still convey the meaning completely. So , it is good for you because of not hesitating having this ever again or you going to regret it. This phenomenal book will give you a lot of gains than the other book include such as help improving your talent and your critical thinking method. So , still want to postpone having that book? If I were you I will go to the book store hurriedly.

#### **Timothy Austin:**

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#### **Stephen Morgan:**

On this era which is the greater man or who has ability in doing something more are more valuable than other. Do you want to become one among it? It is just simple way to have that. What you are related is just spending your time little but quite enough to get a look at some books. Among the books in the top collection in your reading list is usually Compassionate Capitalism: People Helping People Help Themselves. This book and that is qualified as The Hungry Hills can get you closer in getting precious person. By looking right up and review this reserve you can get many advantages.

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