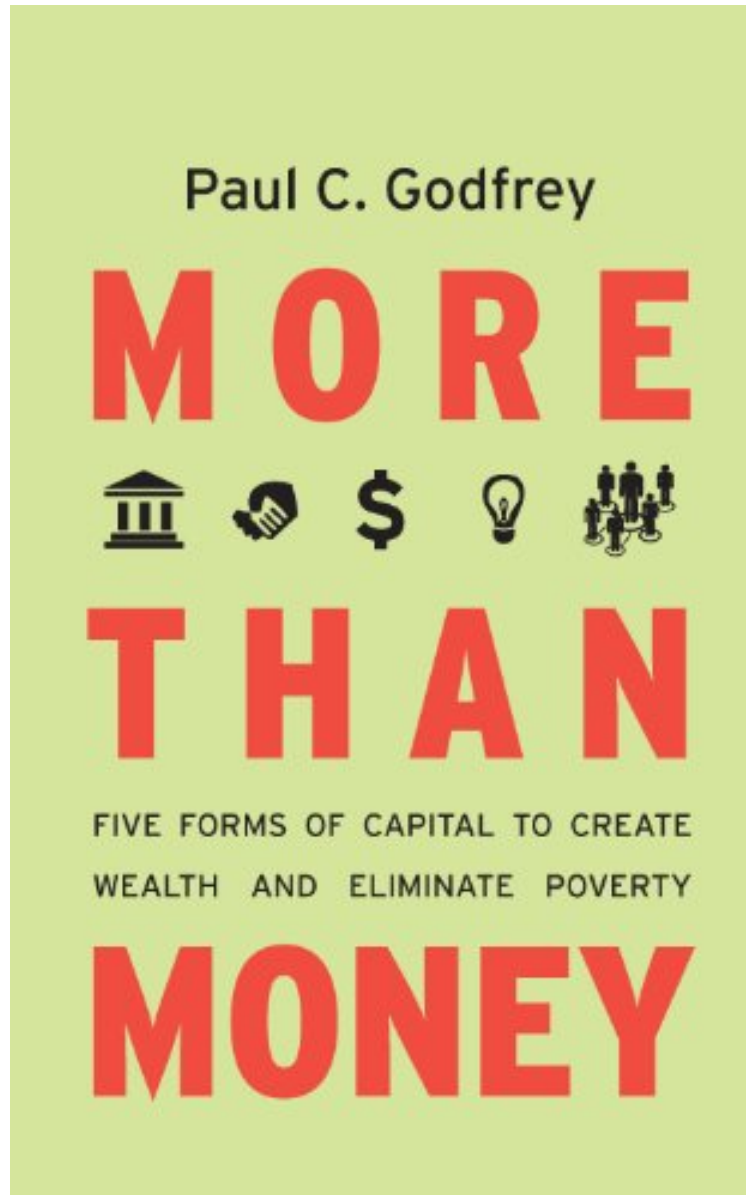


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Paul Godfrey

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good job in explaining that capital formation, while key to create wealth, is only a part of getting out of poverty. Economic self-reliance, pro-activeness, awareness, and capacity to formulate plans are also fundamental aspects in developing a strong policy. While governments can do a lot, the ultimate responsibility lies within the family, which is why it should be supported and nurtured. Unleashing trapped resources within family structures is the ultimate source of capital. Paul Godfrey's book is a welcome addition to the current debate on poverty. Martin Burt0 of 0 people found the following review helpful. Five StarsBy LynnGreat book with practical application. Provides a holistic view of addressing poverty. Would highly recommend it.0 of 0 people found the following review helpful. ... the broader social originations of poverty and provided a better structure on the best ways to fight itBy DstewThis book opened my eyes to the broader social originations of poverty and provided a better structure on the best ways to fight it.

Is poverty inevitable? No, says author Paul Godfrey. *More than Money* shows how organizations can win the fight against poverty and create prosperity for people at the base of the pyramid in the developing and developed world. This book presents a novel framework that shows how five types of interrelated capital—institutional, human, social, organizational, and physical—enable development and sustainable growth. In addition to a widely-applicable model, Godfrey provides principles to guide application. Core chapters articulate each specific form of capital and provide examples of how it contributes to the triple bottom line. Not just a theoretical examination of poverty, *More than Money* delivers timely advice to organizations that produce goods and services, implement policies, and create meaningful change on the ground. This book will guide social innovators and entrepreneurs in business, government, and civil society settings as they create a vision, assemble a team of strong partners, and effectively measure social innovation.

"*More than Money* provides the readers with one of the most complete lists of the ideas, incentives, and leadership skills needed to enhance personal and social flourishing. Putting them into practice will help eliminate poverty one person at a time." (Alejandro Chafuen FORBES)"A fascinating exploration into the definition of self-reliance and capital as they relate to and influence poverty. Godfrey's argument on the multi-faceted nature of poverty provides thought-provoking considerations for philanthropists and social innovators who seek systemic poverty elimination." (Jessamyn Lau, Program Leader Peery Foundation)"We can't change the world if we don't first understand it. Godfrey strikes a keen balance between acknowledging the complexity of poverty while pointing to thoughtful solutions. This book is essential reading for those who want their results to be as good as their intentions." (Joseph Grenny co-author of *Influencer* and *Crucial Conversations*)"Although others have added social capital to the discussion of poverty, Paul Godfrey's innovative five-fold treatment goes well beyond existing theories to provide a remarkably well-grounded framework for future work. This is a highly effective analytical tool for addressing problems of poverty and development. *More than Money* expands the realm of the discussion beyond mere symptoms by effectively focusing on the dynamic root causes of poverty." (Wade Channell, Senior Legal Reform Advisor U.S. Agency for International Development)About the AuthorPaul C. Godfrey is Professor of Strategy and Associate Academic Director of the Melvin J. Ballard Center for Economic Self-Reliance at Brigham Young University's Marriott School of Management, where he helps students and practitioners translate organization and economic theory into action that reduces poverty. He has recently pursued projects in Ghana, the Navajo Nation, and with disadvantaged populations in the United States.