

Compassionate Capitalism

Rich DeVos

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Compassionate capitalism? How could that be? Doesn't "capitalism" mean "dog-eat-dog, law of the jungle, every person for himself"? Rich DeVos, co-founder and former president of Amway, responds to this hardnosed approach with a resounding "no." He offers more than a vision in this extraordinary book. It is a plan. A proven plan. A plan that has made him one of America's richest men, and that has made Amway one of the great corporate success stories of our time. Compassionate Capitalism spells out clearly and eloquently the guiding principles and concrete steps to making your life and your world better. Rich DeVos shows how your energy, your ambition, and your spirit of enterprise can travel together down a path in which the spirit of capitalism and moral values inextricably merge. Interweaving his own amazing story with vivid personal histories of men and women around the world, Rich DeVos illustrates both how success is achieved and what it truly means. He demonstrates that compassionate capitalism is the only solution to the most crucial issues of our time, and to the many other challenges that face us in the closing decade of this century and in the beginning of the next.



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