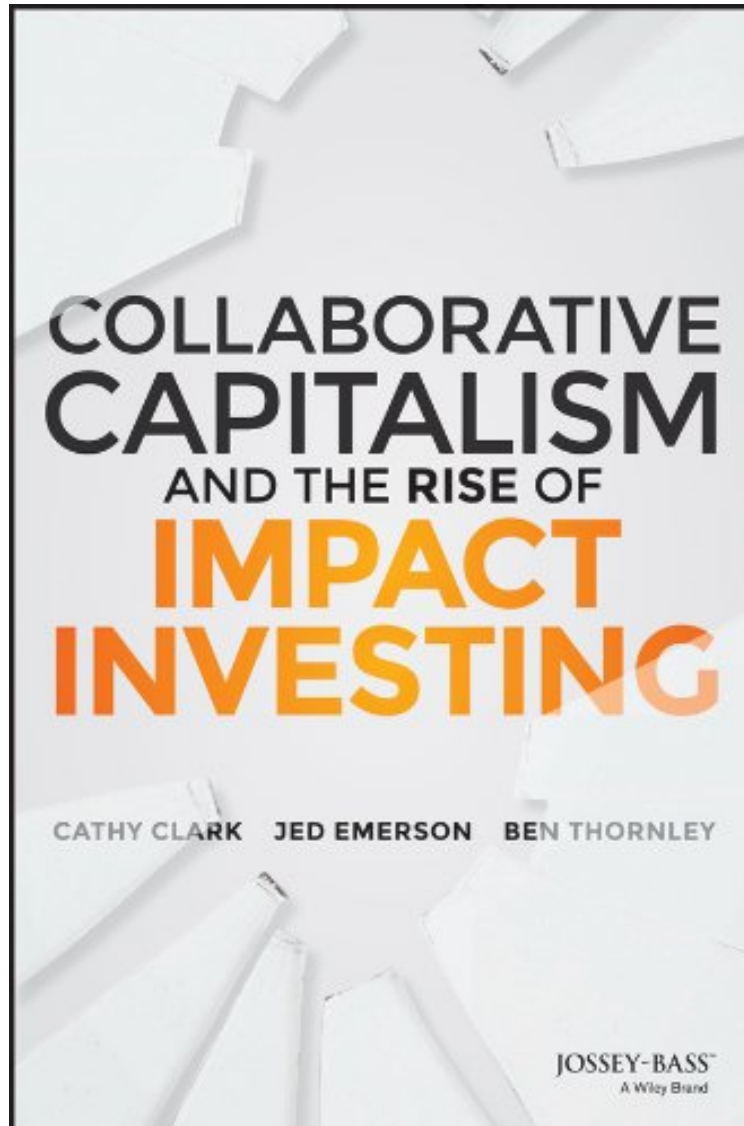


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## Collaborative Capitalism and the Rise of Impact Investing

*Cathy Clark, Jed Emerson, Ben Thornley*  
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**Cathy Clark, Jed Emerson, Ben Thornley : Collaborative Capitalism and the Rise of Impact Investing** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Collaborative Capitalism and the Rise of Impact Investing:

0 of 0 people found the following review helpful. If you are interested in doing well while doing good, read this book. By Benjamin Bingham. This book makes it clear that the impact investment world is as robust, well managed and financially competitive as the experienced managers of impact funds. There are many reasons why impact investing makes sense and is working. The authors chose a varied group of impact funds and analyzed them from the perspective of measurable positive social or environmental return along with competitive performance numbers. They

make a compelling argument that this is a sophisticated approach led by managers with deep experience (they call them "multilingual"), who can manage more than one goal at a time. Part of the success of this field is the variety of innovative public/private partnerships that are emerging. These collaborations are not prerequisites to success but surely help. If you are interested in doing well while doing good, read this book! G. Benjamin Bingham, author of *Making Money Matter...Impact Investing to Change the World* 3 of 3 people found the following review helpful. Fantastic read, accessible to anyone interested in using business and capital markets for good By Elizabeth Bafford This book is a great balance of in-depth insights and ease of absorption. The authors make a clear case that business and financial services are becoming more and more aware of the communities, environment, and people that surround them, incorporating a longer term view of risk and reward in their decision making processes. I read this immediately after reading Michael Lewis' *Flash Boys*, and I have to say, if that was the equivalent of the capital markets' devil on the shoulder, Collaborative Capitalism was the angel. CC gave me hope that there are enlightened leaders across business and finance that are not purely driven by short-term profits and arbitrage opportunities, but are keenly aware of how they operate within a larger, longer-term global context. This is a perfect, quick read for those who already care deeply about using the power of business for good, and an even better read for those who are skeptical about this shift in mindset. Enjoy! 4 of 4 people found the following review helpful. Collaborative Capitalism and the Rise of Impact Investing By Jean Oelwang The movement around a new approach to business that puts people and planet at the centre, alongside profit is picking up momentum. Virgin Unite, founded by Richard Branson, is always on the hunt for catalysts to help speed this movement up, and the new book "Collaborative Capitalism and the Rise of Impact Investing" is a great example of one of those catalysts. The beauty of the book is that it takes a holistic look at a new way of doing business and shows that the movement is far larger and more important than ever before ndash; putting collaboration, wisdom and empathy back at the heart of capitalism. Jean Oelwang, CEO Virgin Unite, Partner Virgin Group

Investing with the explicit goal of creating financial returns alongside measurable social and environmental benefits is catching fire. Wall Street's biggest players are rushing to provide clients with access to new impact investing options, amid growing consumer demand and evidence that the approach can be successfully executed. Recent research on outstanding impact investing funds has revealed a mature practice, vibrant with commercial investors, providing stable, predictable returns to their investors as well as supporting the creation of millions of jobs and other tangible outcomes in markets overlooked by traditional asset managers. And yet, the individuals and organizations committed to impact investing are just the tip of the iceberg in a larger movement. This includes the growing field of social enterprise, where market-based solutions can go beyond what government and philanthropy can do to directly address society's problems. And it includes institutional investors who have utilized impact screens and shareholder activism as a risk reduction strategy over the past 30 years. Collaborative Capitalism and the Rise of Impact Investing sees these movements as signs of a much more fundamental shift, as finance as a whole responds to an increased consumer demand for market transparency; the need to know exactly what we are buying, where and how it was made, and who it affects. By putting a lens on the underlying practices that bridge impact investing and risk mitigation finance, the book outlines the transformation in finance itself, driven by more cross-sector, transparent relationships in the service of creating long-term value for multiple stakeholders, not just shareholders.