



Creando impacto: Un acercamiento efectivo para reducir la pobreza (Spanish Edition)

María Luisa Lara

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¿Es posible lograr más con nuestros donativos? ¿Cómo impactar realmente a la sociedad con nuestro servicio social?

¿Cuánto más podemos lograr con nuestras aportaciones?

Estas son las preguntas a las que María Luisa Lara-comunicóloga, mercadóloga y consejera del Centro Mexicano para la Filantropía- da respuesta en este texto.

Con este libro dirigido a los actores sociales del sector privado -empresas, personas, estudiantes y organizaciones de la sociedad civil y sus beneficiados- nos invita a reflexionar sobre la trascendencia de nuestras aportaciones.

-¿Estamos realmente ayudando a que los sectores menos favorecidos salgan definitivamente de la pobreza o sólo ofrecemos una solución temporal a un problema permanente?- Al mismo tiempo, nos ofrece recomendaciones prácticas para aprovechar al máximo los recursos y contribuir de forma decisiva a reducir la pobreza en México de manera permanente.

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