

Rosso on Fund Raising: Lessons from a Master's Lifetime Experience

Henry A. Rosso



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Rosso on Fund Raising: Lessons from a Master's Lifetime Experience Henry A. Rosso A valuable set of reflections, anecdotes, and pure fund raising wisdom from one of the great pioneers in the development field.

--Michael O'Neill, professor and director, Institute for Nonprofit Organization Management, University of San Francisco

For over forty-five years, Henry Rosso has worked to enhance and advance the work and lives of professional fund raisers the world over. He has been recognized as the person who has most shaped present fund raising practice and theory. In this book of thoughtful essays, he explores a variety of topics including leadership, stewardship, the art of asking, building relationships, and more--all in a refreshing writing style that makes fund raising human and friAndly.

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