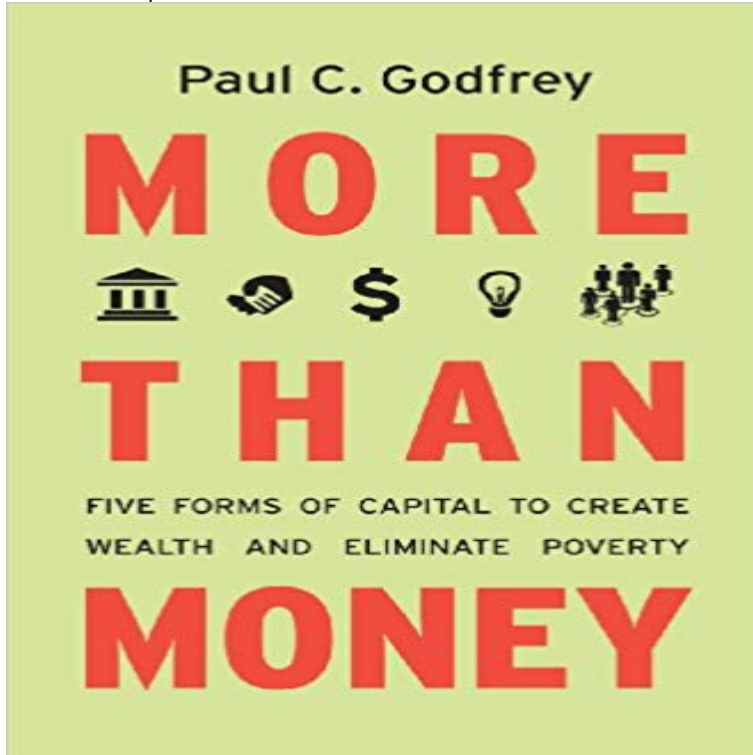


# More than Money: Five Forms of Capital to Create Wealth and Eliminate Poverty



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.

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