

# The Power of Impact Investing: Putting Markets to Work for Profit and Global Good

*Judith Rodin, Margot Brandenburg*  
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## THE POWER OF IMPACT INVESTING

*Putting Markets to Work for  
Profit and Global Good*



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**Judith Rodin, Margot Brandenburg : The Power of Impact Investing: Putting Markets to Work for Profit and Global Good** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Power of Impact Investing: Putting Markets to Work for Profit and Global Good:

1 of 1 people found the following review helpful. GamechangerBy AKDutMust read and then re-read as it is THE primer on Impact Investing. This book helps newcomers and more experienced impact investors understand the big

picture and extraordinary opportunities in front of us if we are bold enough. Rodin's leadership in this field has literally transformed the way we should be thinking about investing and about how we can better assess the various dimensions of impact in ways that truly matter to the future of humanity.<sup>2</sup> of 2 people found the following review helpful. This book is a great primer for those who are new to impact investing.<sup>0</sup> of 0 people found the following review helpful. excellent resource for anyone considering impact investing.<sup>0</sup> of 0 people found the following review helpful. By Andrew Kassoy This book is a great primer for those who are new to impact investing, and contains important examples and insights for those who are already active in the space. I recommend it in particular as a gift for someone who has expressed an interest in learning more about the topic. By James L Feldkamp A guide for anyone from the novice considering diversifying their portfolio investments into areas more cause related to seasoned impact investors looking to broaden their network and for a global snapshot of the development of the investor sector as it stands today. Dr Rodin and Ms. Brandenburg are clearly knowledgeable and passionate about their topic and firmly convinced of the potential for positive impact this asset class offers.

Impact investing can be a powerful instrument of change. Judith Rodin, President, The Rockefeller Foundation, and Margot Brandenburg, in the introduction A new wave of investors is using impact investing to address some of the greatest challenges of our time from climate change and water scarcity to lack of access to health care, education, and affordable housing with the intention of also generating a financial return. This couldn't happen at a more critical time. While philanthropy continues to be a transformative force for good, global philanthropic funds, even when combined with the development or aid budgets of many national governments, add up to mere billions of dollars. Meanwhile, the cost of solving the world's problems runs into the trillions. In *The Power of Impact Investing*, Rockefeller Foundation president Judith Rodin and Margot Brandenburg, two of the foremost experts in the field, explain what impact investing is, how it compares to philanthropy and traditional investments, where opportunities are evolving around the world, and how to get started. By sharing moving stories of impact investors and the exciting social enterprises benefiting from these investments, Rodin and Brandenburg offer a compelling resource for anyone interested in better understanding the power of impact investing including retail investors, high-net-worth individuals, and heads of family offices, foundations, banks, and pension funds while also offering experienced impact investors an opportunity to deepen their knowledge and benefit from the perspectives of other investors.

In *The Power of Impact Investing*, Judith Rodin and Margot Brandenburg demonstrate that impact investing has the power to provide sustainable solutions to the world's toughest problems. In addition to laying out the landscape of opportunity for different types of investors, they tell stories of impact investors who are creating social impact and of enterprises benefiting from the partnership. Both Judith and Margot's voices are critical to this emerging field. Jacqueline Novogratz, CEO Founder, Acumen