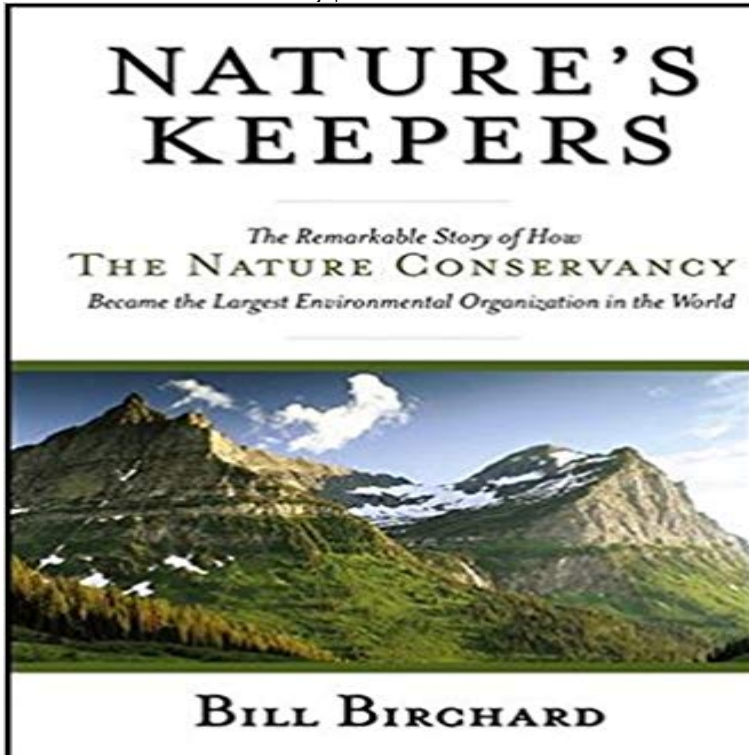


Natures Keepers: The Remarkable Story of How the Nature Conservancy Became the Largest Environmental Group in the World



With more than \$3.7 billion in assets and annual revenue of \$800 million, the Nature Conservancy has generated staggering growth that would be the envy of any business. Incorporated in 1951 by a small circle of concerned ecologists, the Conservancy has grown financially into the worlds largest environmental organization. It has one million members--up from 500,000 in 1990--and 3,500 employees operating in 50 states and 28 countries across the world. Natures Keepers offers readers an inspirational leadership tale and management chronicle, as it goes behind the scenes and details the inner workings of the Nature Conservancy. Highlighting the efforts of nine extraordinary leaders, Natures Keepers examines the organizations culture and management, strategy and decisions, and courageous and ingenious individuals who have dedicated their lives to conservation. Author Bill Birchard reveals how the Conservancys sometimes controversial business practices--entrepreneurial approaches to preserving ecosystems while meeting human needs--have earned the praise of management gurus such as Peter Drucker. The Conservancys way of operating, though not free of failings, is both widely emulated in the nonprofit community and greatly respected by business scholars and CEOs nationwide.

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