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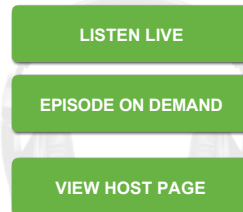
The Money Answers Show
Monday at 12 Noon Pacific
May 10th 2010: The Meaning Behind HIP – Human Impact + Profit - with Author Paul Herman

R. Paul Herman will discuss how investors pursue short-term financial gains, regardless of the human, environmental and social impact of the companies contained in their portfolio, which actually drive profit and business value. Some have adopted a socially responsible philosophy—excluding "bad" companies from their portfolio—which can be good for their conscience but not necessarily for their bottom line. In *The HIP Investor* (Wiley; April 2010; \$29.95; 978-0-470-57512-3; Hardcover), R. Paul Herman—creator of the HIP approach (Human Impact + Profit) and a leading investment advisor—offers anot

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Featured Guest



R. Paul Herman

R. Paul Herman invented "HIP = (Human Impact + Profit)" in 2004 to connect for-profit investments that delivered high human impact with investors seeking the same.

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