



# The HIP Investor: Make Bigger Profits by Building a Better World

*R. Paul Herman*

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A new breed of investing that combines making more money and making a difference

First there were the "Profiteers," investors who sought to make money regardless of the cost to society. Then came the "Do-Gooders," investors who avoided "bad" companies and supported "good" ones, based on philosophy over financials. Now this book introduces a brand new breed of investor: *The HIP Investor*.

Written for those who want to profit handsomely while also building a better world, it will help you discover companies that are boosting the bottom line by solving key human needs through innovative products and services-benefiting customers, engaging employees, and delivering sustainable, profitable growth for their investors. That's the Human Impact + Profit, or HIP, approach.

In *The HIP Investor*, R. Paul Herman-creator of the HIP methodology-introduces a revolutionary system that allows investors to profit and make a positive impact. It values measurable results over policies and philosophies, and shows how higher-performing companies can deliver both human impact and profit for shareholders. This book

- Provides a compelling, easy to use "investor tool-kit" so you can quickly "HIP" your portfolio
- Reveals the three questions you should ask when looking for a company to invest in
- Illustrates how world problems can be solved for profit by companies and investors making informed decisions

You can make money while making a difference, and *The HIP Investor* is here to show you how.

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