



Investing with Impact: Why Finance Is a Force for Good

Jeremy Balkin

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Investing with Impact: Why Finance Is a Force for Good outlines the roadmap to reinvigorate a skeptical public and demoralized financial services industry by making the case that contrary to popular misconception, finance is not the cause of the world's problems, in fact, it can provide the solution. Author Jeremy Balkin presents the case that the finance industry can improve the state of the world by positively influencing the allocation of capital.

The book explains the methodology of Balkin's 6 E Paradigm, opening the toolbox to this revolutionary framework for the first time. He helps readers assess investing through a different lens. In so doing, Balkin expands the impact investment universe, enabling mainstream capital to flow where opportunities generate positive investment returns and have demonstrable social impact.

Described by the *Huffington Post* as the "Anti-Wolf of Wall Street," Balkin is challenging the status quo on Wall Street by leading the intellectual debate embracing the \$1 trillion frontier impact investment market opportunity. The book demonstrates conclusively that, if we can change the culture in finance, we can change the world for the better.

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