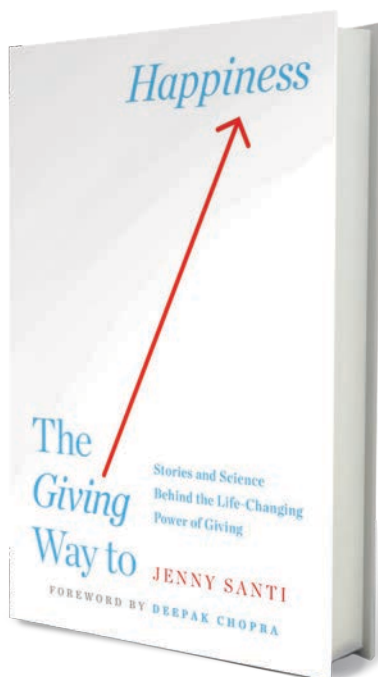


»Media

GROW » WEALTH MANAGEMENT

BETTER TO →
GIVE...

In a Harvard study, participants who were randomly assigned to spend money on others found greater happiness than those assigned to spend money on themselves.



← TRUE STORIES

Well-known donors whose giving stories are detailed in the book include Nobel Prize winner Muhammad Yunus and actress Goldie Hawn.

THE GIVING WAY TO HAPPINESS

STORIES AND SCIENCE BEHIND THE LIFE-CHANGING POWER OF GIVING

➔ PHILANTHROPY ADVISOR JENNY SANTI SHOWS HOW GIVING IMPROVES NOT JUST THE RECIPIENT'S LIFE, BUT THE DONOR'S AS WELL.

BOOKS

Jenny Santi advises some of the world's wealthiest donors, including several who have signed the Giving Pledge. Before going independent, she was UBS' head of philanthropy services for Southeast Asia.

**Q: What made you write this book?**

A: I've met so many inspiring people who have told me that giving to the causes they care about has helped them find purpose, elevated their careers into callings, brought them closer to their loved ones, helped them recover from personal tragedy and given their life meaning beyond material wealth. These stories hold the power to inspire others to do the same.

Q: Is there evidence to support the claim that giving causes happiness?

A: We've all heard that it is better to give than to receive, but many of us don't believe it. Today, scientific research provides compelling data to support the idea: Through fMRI technology, for example, we now know that giving activates the same parts of the brain that are stimulated by food and sex.

Q: But giving doesn't always lead to joy.

A: Giving can also make you feel depleted, taken advantage of. Asks get annoying, and we experience donor fatigue. But donor fatigue doesn't happen because donors are broke. The biggest reason for donor fatigue is that a person's generosity is not well matched to his or her passion.

TARCHER/PENGUIN, \$25.95, 352 PAGES

FILMS

THE WIZARD OF LIES

➔ Robert De Niro and Michelle Pfeiffer are slated to star in an HBO adaptation of *The Wizard of Lies*, *New York Times* reporter Diana Henriques' book about the Bernie Madoff scandal, which began production in October. Barry Levinson is directing. ABC is also working on a miniseries called *Madoff* that will star Blythe Danner and Richard Dreyfuss, with a release date expected in early 2016.

HBO.COM, ABC.COM

WEBSITES

SPARKGIFT

➔ Former Google exec Peggy Mangot has created an easy way to teach young people about money and investing by giving them stocks and index funds. SparkGift allows participants to choose a stock and/or fund and deliver it to the recipient in minutes. Recipients pay nothing to redeem their gift and hold their investments.

\$2.95 PLUS 3 PERCENT PER GIFT; SPARKGIFT.COM

BOOKS

THE RISE AND FALL OF AMERICAN GROWTH

By Robert J. Gordon

➔ Gordon, an economist, has written a history of the American standard of living since the Civil War that examines engines of growth such as electric lighting, indoor plumbing and motor vehicles. Gordon argues that the century-plus rise in prosperity could be a singular event, and that similar wealth creation going forward is far from inevitable.

PRINCETON UNIVERSITY PRESS, JANUARY 2016, \$39.95, 768 PAGES