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# Profitable All Round

8 October 2008, NVPC, Book Launch



All proceeds from the 8 October 2008 book launch of *Doing Good Well: What Does (And Does Not) Make Sense in the Nonprofit World* went to the charity, Caritas Singapore.

Author Willie Cheng, former chairman of NVPC and former NVPC Chief Executive, Tan Chee Koon, were on hand to provide the context for the book's genesis: the concepts and paradigms articulated in the book all began at NVPC during Mr Cheng's tenure as he engaged in vigorous dialogue with the non-profit sector and its players.

A crowd of over 150 from the non-profit and corporate sectors attended the cheerful evening at NVPC premises in Eu Tong Sen Street. The author signed copies for the charity sale of books after dinner.

Autograph session with the author.

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