



# Zilch: How Businesses and Not-for-Profits Can Get More Bang with Less Buck

*Nancy Lublin*

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**Zilch: How Businesses and Not-for-Profits Can Get More Bang with Less Buck** Nancy Lublin  
**The CEO of Do Something explains what big businesses can-and should-learn from not-for-profits.**

Tough times have forced businesses to slash their headcount, marketing budgets, and other resources. Managers at small start-ups and Fortune 100 companies alike are now expected to do more with less-but how?

No one is more qualified to answer that question than the leaders who always thrive on a shoestring. Nancy Lublin, CEO of Do Something and founder of Dress for Success, draws on her experiences as well as interviews with other "rock star" leaders of flourishing not-for-profits to show how to succeed with any size budget, staff, or network.



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