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The Goldilocks Challenge Wins 2018 Terry McAdam Book Award

The Alliance for Nonprofit Management names the winner of the 2018 Terry McAdam Book Award: *The Goldilocks Challenge: Right-Fit Evidence for the Social Sector*, by Mary Kay Gugerty Professor of Nonprofit Management, and IPA Founder, Dean Karlan. Awarded for its persuasiveness, readability, and applicability to the nonprofit sector, *The Goldilocks Challenge* delves into how to measure impact using the CART principles, by focusing on data that is, credible, actionable, responsible, and transportable.

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