



*Me to We: Finding Meaning in a Material World*  
Craig Kielburger and Marc Kielburger  
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Who could have ever imagined the Me Generation would still be rearing its ugly head even as we passed into a new millennium? But the vestiges of an era ripe with selfishness, greed and excess do remain. *Me to We* is a powerful and inspiring book that reminds us why, when we shift the focus from “me” to “we,” we all come out ahead.

Craig and Marc Kielburger are two brothers on a mission; both serve in executive positions for the charitable organizations Free the Children and Leaders Today. These two remarkable men prove with this book that achievement, success and power mean little if they are not used as ways of bettering the world around us. Their own lives are perfect examples of this philosophy, which is also mirrored in the interviews with other inspiring figures.

This book serves several purposes, showing how others have developed the attitude of finding greater meaning in the greater good, yet also providing practical ideas and exercises for living a “me to we” lifestyle. Filled with facts, statistics, stories and insight, there is something for everyone who is called to pursue a life that allows for creating change and making a difference. From simple steps to big actions, *Me to We* inspires and motivates even as it educates.

The most fundamental goal of this book, though, is to create a profound new way of looking at the world. The ideas and tips and stories are meant to open the reader up to the possibilities of measuring happiness and success in new ways that don't always have to do with money and cars and houses on tropical islands. This field guide to thinking locally and acting globally is a priceless manual for changing yourself, your neighborhood and your world, one small step at a time.

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