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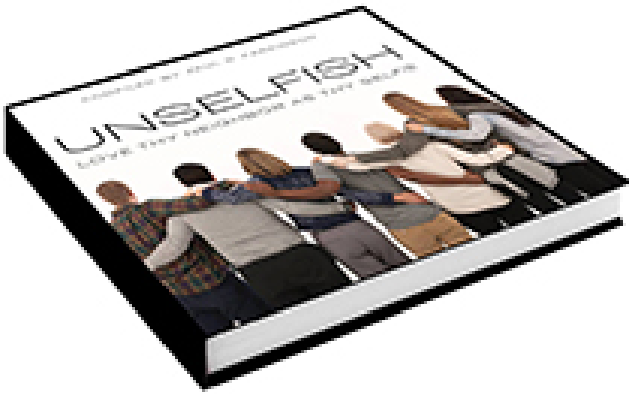
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Unselfish



The unofficial mantra of the Huntsman School of Business is "Dare Mighty Things" and USU Alumnus Paul Parkinson displays in his new book how daring mighty things requires people to look outside of themselves. *Unselfish: Love Thy Neighbor As Thy Selfie*, was released last month as a counterbalance to the current "selfie" culture prevalent in popular media.

The book presents 99 vignettes of people who have truly looked outside of themselves to show unselfish love and concern for others. Each of the stories has been written and submitted by people who were inspired by the unselfish acts of others. While self-promotion has become a cottage industry in the age of social media, *Unselfish* celebrates just a few of the unsung stories of regular people and celebrities alike going against the grain and helping their fellow man.

The stories come from around the world, and even include an experience shared by Karen Huntsman about her husband Jon titled "He was giving before he had the means to give." The last page of the book is left blank for readers to include their own stories of people who have inspired them with unselfish acts. Parkinson's book has gained national attention with mentions in a number of prominent media outlets. The book was released on the same day as celebrity Kim Kardashian's book *Selfish*, which is 455 pages of photographs that the popular celebrity has taken of herself. Parkinson's hope is that *Unselfish* will be as popular as the Kardashian book and that it will inspire people to focus on others and find ways to serve.

In order to continue the culture of serving others, Parkinson has also created a [Facebook community called Unselfish Stories](#) that invites readers to submit examples of unselfish acts.