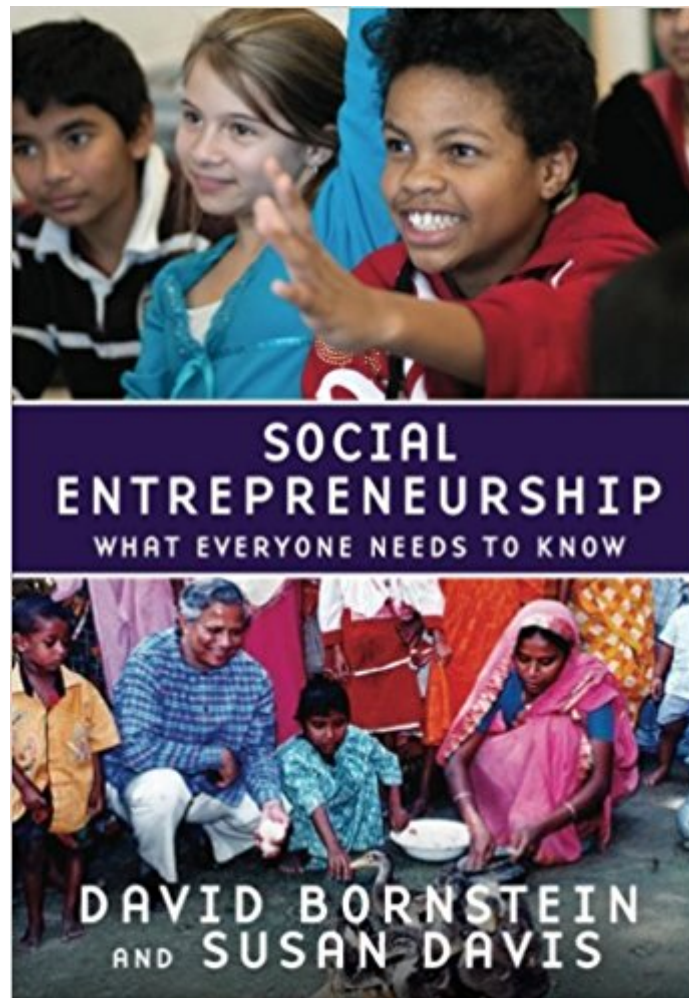




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# Social Entrepreneurship: What Everyone Needs To Know™



## Synopsis

In development circles, there is now widespread consensus that social entrepreneurs represent a far better mechanism to respond to needs than we have ever had before--a decentralized and emergent force that remains our best hope for solutions that can keep pace with our problems and create a more peaceful world. David Bornstein's previous book on social entrepreneurship, *How to Change the World*, was hailed by Nicholas Kristof in the *New York Times* as "a bible in the field" and published in more than twenty countries. Now, Bornstein shifts the focus from the profiles of successful social innovators in that book--and teams with Susan Davis, a founding board member of the Grameen Foundation--to offer the first general overview of social entrepreneurship. In a Q & A format allowing readers to go directly to the information they need, the authors map out social entrepreneurship in its broadest terms as well as in its particulars. Bornstein and Davis explain what social entrepreneurs are, how their organizations function, and what challenges they face. The book will give readers an understanding of what differentiates social entrepreneurship from standard business ventures and how it differs from traditional grant-based non-profit work. Unlike the typical top-down, model-based approach to solving problems employed by the World Bank and other large institutions, social entrepreneurs work through a process of iterative learning -- learning by doing--working with communities to find unique, local solutions to unique, local problems. Most importantly, the book shows readers exactly how they can get involved. Anyone inspired by Barack Obama's call to service and who wants to learn more about the essential features and enormous promise of this new method of social change, *Social Entrepreneurship: What Everyone Needs to Know*® is the ideal first place to look. *What Everyone Needs to Know*® is a registered trademark of Oxford University Press.

## Book Information

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## Customer Reviews

**WHAT EVERYONE NEEDS TO KNOW About This Series** Who it's for: Busy people with diverse interests, ranging from college students to professionals, who wish to inform themselves in a succinct yet authoritative manner about a particular topic. What's inside: An incisive approach to a complex and timely issue, laid out in a straight-forward, question-and-answer format. Meet Our Authors Top experts in their given fields, ranging from an Economist correspondent to a director at the Council on Foreign Relations, you can trust our authors' expertise and guidance. Popular Topics in the "What Everyone Needs to Know" Series International Politics Environmental Policies World History Sciences & Math Religion & Spirituality

"Excellent!" --Nicholas Kristof, New York Times"Order this book and read it immediately...This book gives you some great ways to understand and apply the whole idea of entrepreneurship/social entrepreneurship." --Tom Suddes, The Suddes Group, ForImpact.org "The most essential starter guide to the field I've yet seen." --Change.org"A great primer of social entrepreneurship, trends, and a look into the future." --Encouragizers"This book is an excellent way to get a snapshot of everything going on in the Social Entrepreneurship space." --RisingPyramid.org"Practical offer[s] concrete examples of the challenges faced by social ventures and shedding light on the issues that make social enterprises different from traditional businesses." --NextBillion.net"The first to give an excellent overview of what being a social entrepreneur is all about. You'll learn what the difference is between a social entrepreneurship and a regular business venture and traditional non-profits. If you think you want to innovate unique social solutions to unique social problems for your encore career, this is the place to start." --Lin Schreiber, founder of RevolutionizeRetirement.com

I have a strong interest in social entrepreneurship ever since I envisioned a social enterprise (and as I grew disillusioned with Government and the progress of other NGOs and nonprofits). I was hoping that this book would give some insights in the direction of social work and some ideas of where we could take things. I was right. I got loads of insights and ideas and feel motivated to make the move to change the world.This is not a how-to book for creating a non-profit or social enterprise,

but is a great introduction to social entrepreneurship. I recommend it as a starter read to understand the challenges of creating one, and to get inspired as to how you can overcome them.

I was already interested in SE since many years but never had heard the term until recently. This book does a great job at framing modern social change through SE and connecting all the different elements of society in this story: business, government, philanthropy, social entrepreneurs etc. Recommended for anyone who would like to change the world but is not sure where to begin.

This book goes a long way toward helping the uninformed lay person about the nature, history, impact, and promise of the social entrepreneur movement. The authors provide multiple examples and draw from a number of disciplines to explain the movement. This demonstrates one of the principles I take away from the book--social entrepreneurship is an interdisciplinary activity. This is one of its strengths but also one of the challenges to its implementation. A good read.

This book is a great place to start for anyone who wants to participate in changing the world. I know, the idea of one person changing the world may sound crazy to many, but this book isn't for "the many

It is an excellent book. It gives a complete overview about human evolution until nowadays. You can understand better the roots of current problems.

Thought provoking book, with great ideas on how to get started. I will come back to this book. Thank u.

Comprehensive information on the requirements for starting and running a social business. Would have liked to have read more case studies / examples of successful social businesses for inspiration and ideas.

A great read for all and everyone who desires to know more or get involved with social entrepreneurship. The book has enough meat for all levels of readers.

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