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Creating The Social Venture



Synopsis

Social entrepreneurship is a growing area, and we frequently hear of new ventures committed to social change. In academia, however, social entrepreneurship has typically been taught as a "version" of entrepreneurship, ignoring the unique structure, challenges and goals of the social venture. In their new book, Coleman and Kariv draw on the latest theory and research to provide boundaries to the definition of social entrepreneurship, discussing both what it is, and what it is not. The book answers several key questions: Who are social entrepreneurs? What is the process for identifying and solving a social need? What are the differences between for-profit and not-for-profit social ventures? What is the role of innovation? How do we develop high performing firms? How do we measure success? The focus on context allows students to appreciate how social entrepreneurship develops and operates in different countries and cultures, lending a global perspective to the book. Combined with rich pedagogy and a companion website, it provides students with all the learning tools they need to grasp this important subject.

Book Information

File Size: 3233 KB

Print Length: 326 pages

Page Numbers Source ISBN: 0415844096

Simultaneous Device Usage: Up to 4 simultaneous devices, per publisher limits

Publisher: Routledge (August 20, 2015)

Publication Date: August 20, 2015

Sold by: Digital Services LLC

Language: English

ASIN: B0148FS6NK

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #556,590 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #188

in Kindle Store > Kindle eBooks > Business & Money > Economics > Sustainable Development

#202 in Kindle Store > Kindle eBooks > Business & Money > Technology > Innovation #703

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Customer Reviews

Good book, reads well. It was a requirement for my course in social entrepreneurship and I enjoyed the read. Good job.

Excellent! Clarity on many issues and well written and well packaged.

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