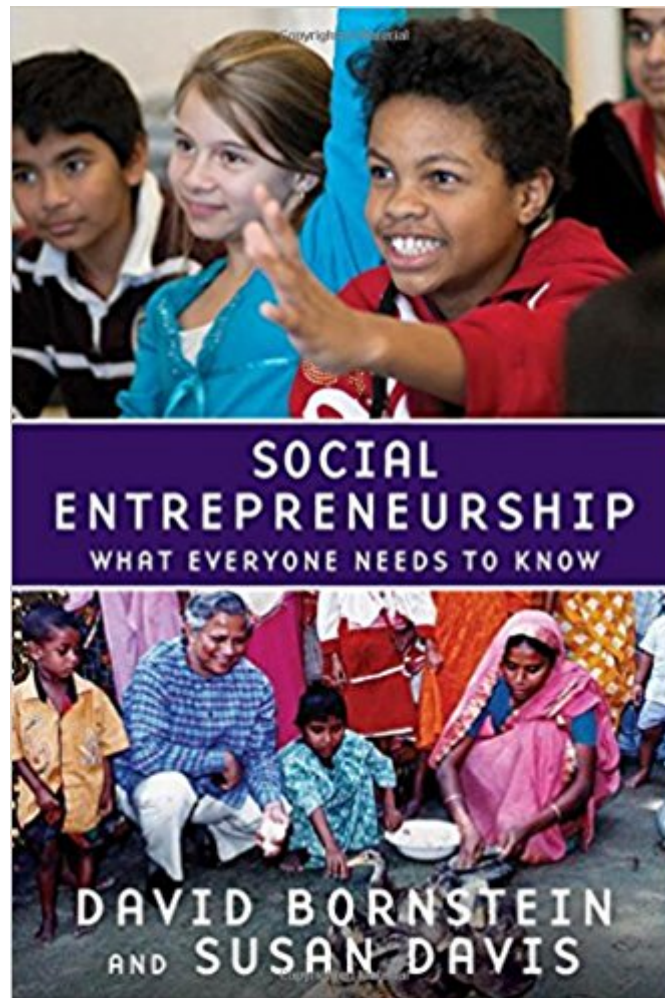




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# Social Entrepreneurship: What Everyone Needs To Know®



## 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

After three decades of increasingly widespread public attention, a surprisingly large number of commentators in the field of social entrepreneurship continue to argue about the most basic question of all: What is a social enterprise, and what isn't? In this superb little book, David Bornstein and Susan Davis straightforwardly put this question to rest: "Social entrepreneurship is a process by which citizens build or transform institutions to advance solutions to social problems, such as poverty, illness, illiteracy, environmental destruction, human rights abuses, and corruption, in order to make life better for many." So much for all those deconstructionists who contend that a social enterprise must never turn a profit, or must always turn a profit, or must address some sorts of problems but not others! As an introduction to the field, *Social Entrepreneurship* is unmatched. Most books on social entrepreneurship feature case studies or vignettes starring some of the field's most innovative and successful individuals. This was the case with an earlier book of Bornstein's, *How to Change the World*, which is widely (and rightfully) regarded as "the bible" of the field. By contrast, the three short chapters that constitute *Social Entrepreneurship* ask and answer the most fundamental questions that any reader unfamiliar with the pursuit of social change might ask, first clarifying the definition of social entrepreneurship, then examining the practical challenges practitioners face, and finally "Envisioning an Innovating Society." In that third chapter, Bornstein and Davis discuss how government, academia, business, philanthropy, and the news media might contribute to fashioning the "everyone a changemaker" world posited by Ashoka's Bill Drayton.

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