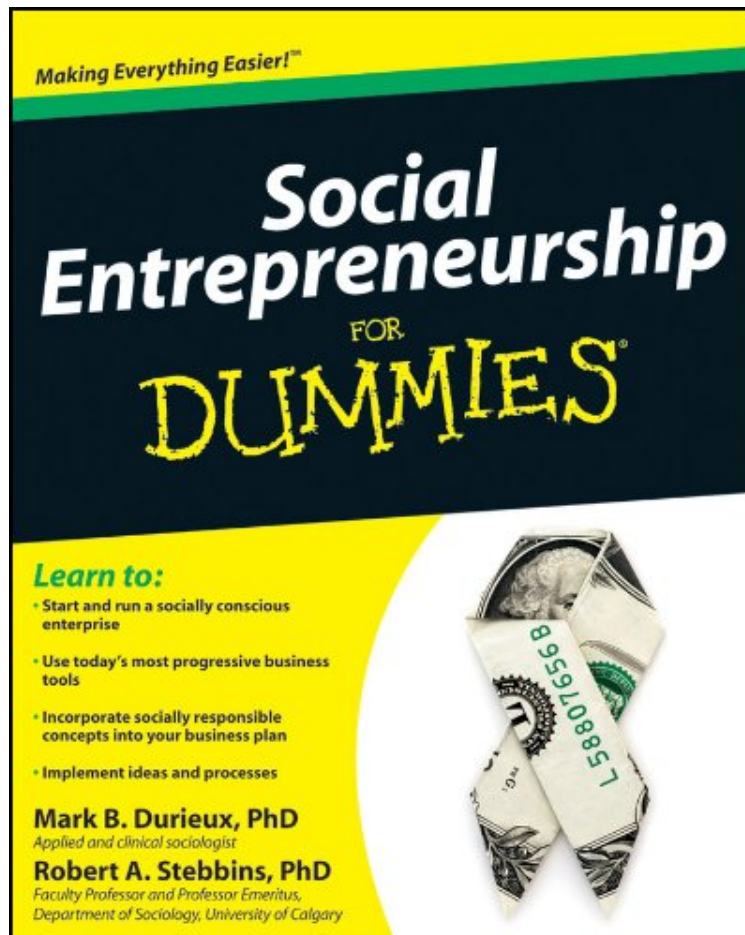


Social Entrepreneurship For Dummies

Mark Durieux, Robert Stebbins

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Designed to help anyone discover how to make their business more socially responsible (The Guardian, January 2012). From the Back Cover Bring social responsibility to your business and beyond In today's world, your bottom line isn't measured by financial performance alone. Social Entrepreneurship For Dummies shows you how to implement social responsibility using the latest innovations. Whether you're just starting a business or you're looking for a way to increase your group's environmental and social effects, this practical, hands-on guide has you covered. Social entrepreneurship 101 — get a grasp on the fundamental concepts of social entrepreneurship and learn how you can add compassion to your own social enterprise A smorgasbord of social change — discover the many areas in which social entrepreneurship has flourished and get a look at where more work still needs to be done The recipe for success — get your own organization up and running and find out how to use networking and the media to keep it alive and well Be a successful captain of social entrepreneurship — take a look at how leadership and good management are essential to keeping your social enterprise on track Bureaucracy and social enterprise — keep bureaucracy under control and get guidance on going corporate Open the book and find: Some early examples of social enterprises Where social entrepreneurship fits in your community How to communicate for social change Current trends — and how you can harness them The importance of networking Tips for dealing with bureaucracy How to keep your organization strong for the long haul Great areas ripe for social entrepreneurial action Learn to: Start and run a socially conscious enterprise Use today's most progressive business tools Incorporate socially responsible concepts into your business plan Implement ideas and processes About the Author Mark B. Durieux, PhD, is an applied and clinical sociologist who teaches and consults widely on the practice of social entrepreneurship. Robert A. Stebbins, PhD, is a Faculty Professor and Professor Emeritus at the University of Calgary and is known for his research on leisure and volunteering.