

(Read now) Social Entrepreneurship

## Social Entrepreneurship

*Manuel London, Richard G. Morfopoulos*  
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**Manuel London, Richard G. Morfopoulos : Social Entrepreneurship** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Social Entrepreneurship:

0 of 0 people found the following review helpful. Five StarsBy Caitlin CrossProduct as listed. Would use again.

What motivates someone to become a social entrepreneur? What are the competencies needed to be effective social advocates and agents for change? This book answers these questions in an accessible and practical way, providing comprehensive guidelines, numerous examples, and sources of information and training for anyone who wants to start a community-based social advocacy and change initiative or for employees who want to start a corporate social

responsibility initiative. Features include the following: examples of individuals and organizations who have learned from successes and failures in social entrepreneurship self-assessments to help readers evaluate their own talents and proclivity to be social entrepreneurs steps and strategies, competency-building activities, and assessments to evaluate and facilitate initiatives resources available from foundations, government agencies, and other sources for the budding social entrepreneur

About the Author Manuel London, Ph.D., is Associate Dean of the College of Business and Director of the Undergraduate College of Leadership and Service and the Center for Human Resource Management at the State University of New York at Stony Brook. Richard G. Morfopoulos, Ph.D., is Associate Professor of Management at Briarcliffe College.