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The Social Entrepreneur's Playbook—Ian C. MacMillan 2013-11-12 Available for the First Time: The Complete Social Entrepreneur's PlaybookCovers all three phases of the start-up to scale-up process, developed with reader feedback from “one of the more unusual ebook...experiments of the year” (ThinReads)Wharton professor Ian C. MacMillan and Dr. James Thompson, director of the Wharton Social Entrepreneurship Program, provide a tough-love approach that significantly increases the likelihood of a successful social enterprise launch in the face of the high-uncertainty conditions typically encountered by social entrepreneurs.

Succeeding at Social Enterprise—Ian C. MacMillan 2013-11-12 From the Social Enterprise Alliance, the organization dedicated to building a robust social enterprise field, comes Succeeding at Social Enterprise. This book offers a tested framework for students, social entrepreneurs, and field researchers who wish to learn more about the application of business principles and theories of change for advancing social progress and creating a more just world.

Building a Successful Social Venture—Eric Carlson 2018-09-18 This is the first book on creating and running a social enterprise to combine theoretical discussions with current cases from around the world, filling a huge gap in the literature. It serves as an eminently practical blueprint for those who wish to build, sustain, and grow social ventures.

Getting Beyond Better—Roger L. Martin 2015-09-15 Who drives transformation in society? How do they do it? In this compelling book, strategy guru Roger L. Martin and Skoll Foundation President and CEO Sally R. Osberg describe how social entrepreneurs target systems that exist in a stable but unjust equilibrium and transform them into entirely new, superior, and sustainable equilibria. All of these leaders—call them disrupters, visionaries, or changemakers—develop, build, and scale their solutions in ways that bring about the truly revolutionary change that makes the world a fairer and better place. The book begins with a probing and useful theory of social entrepreneurship, moving through history to illuminate what it is, how it works, and the nature of its role in modern society.
The Social Entrepreneur's Playbook—Ian MacMillan 2013 Available for the First Time: The Complete Social Entrepreneur's Playbook. Covers all three phases of the start-up to scale-up process, developed with reader feedback from "one of the more unusual ebook...experiments of the year". ThinReads Wharton professor Ian C. MacMillan and Dr. James Thompson, director of the Wharton Social Entrepreneurship Program, provide a tough-love approach that significantly increases the likelihood of a successful social enterprise launch in the face of the high-uncertainty conditions typically encountered by social entrepreneurs. MacMillan and Thompson used their own systematic framework to publish The Social Entrepreneur's Playbook. To test the market, they offered the first phase in their start-up method (step 1) for free to students of social entrepreneurship at undergraduate and postgraduate levels. A companion website includes an instructor's manual, resource for students of social entrepreneurship at undergraduate and postgraduate levels and a practical model for businesses, policymakers, civil society organizations, and individuals who seek to transform our world for good.

Social Entrepreneurship for the 21st Century: Innovation Across the Nonprofit, Private, and Public Sectors—Georgia Levenson Keohane 2013-03-01 An expert's inside look into the ways social entrepreneurship is changing the world. Whether you're a policymaker, investor, or a professor in a non-profit, Social Entrepreneurship for the 21st Century gives you the knowledge you need to make the best possible decisions for the future. This new edition includes advice on setting revenue and social impact goals, how to navigate the sociopolitical landscape, and how to develop a strong concept statement. In addition, MacMillan and Thompson provide advice on how to identify and test a proposed revenue-generating solution and define and segment your target population.

Understanding Social Entrepreneurship—Jill Kickul 2020-05-01 Understanding Social Entrepreneurship is the leading textbook that provides students with a comprehensive overview of the field. It brings the mindset, principles, strategies, tools, and techniques of entrepreneurship into the social sector to present innovative solutions to today’s vexing social issues. Kickul and Lyons cover all the key topics relevant to social entrepreneurship, including a detailed examination of each of the steps in the entrepreneurial process. This third edition includes several new features: a process-oriented format, taking students through discovery, design, development, and delivery. Chapter 23 is a new chapter on lean startup and design thinking for social entrepreneurs and another on unconventional approaches from developing countries. Updated and new case studies, with improved global coverage and "Practically Speaking" sections that explore evidence-based research from the field bring together a rigorous theoretical framework and a practical how-to-resource for students of social entrepreneurship at undergraduate and postgraduate levels. A companion website includes an instructor's manual, PowerPoint slides, test bank, and other tools to provide additional support for students and instructors.

Strategic Tools for Social Entrepreneurs—Gregory Dees 2004-01-30 A complete set of tools for applying entrepreneurial strategies and techniques to your nonprofit. As a follow-up to their book Entering Nonprofits, the authors of Strategic Tools for Social Entrepreneurs provide a full set of practical tools for putting the lessons of businessentrepreneurship to work in your nonprofit. The book offers hints on everything that helps social sector leaders hone theirentrepreneurial skills and carry out their social missions more effectively than they currently do. This practical guidebooks includes tools such as examples, exercises, checklists, and action stepplats bring help you personalize and apply them to your nonprofit organization-making it stronger, healthier, and better able to meet the needs of its communities. For Strategic Tools for Social Entrepreneurs "I search constantly for resources that can help provide insights and guidance to take Teach For America to a higher level". -Wendy Kopp Founder and President, Teach For America All of the royalties from this book will be used by the Ewing Marion Kauffman Foundation to support continuing work on socialentrepreneurship.

The Business of Good—Jason Haber 2016-05-16 The Business of Good narrates the story behind social entrepreneurship as told by the individuals compelled to create a change in the world—not just another business. Serial and social entrepreneur Jason Haber interrogates case studies, anecdotes, and initiatives that have become part of the larger story of social entrepreneurship. From Main Street to Wall Street, today's social entrepreneurs are the new business model, challenging the charitable industrial complex, and are disrupting the way companies do business with exciting innovations designed to solve society's most vexing problems.

Changemaker Playbook—Henry De Sio 2021-03-30 "The game has changed, so how do you respond? Changemaker Playbook offers a new game plan on leaderships that everyone needs for a world in which change is the only constant."—Pete Souza, a New York Times bestselling author. "Changemaker Playbook is filled with stories of everyday changemakers who have the courage to act on their empathy. This book is a true blueprint for how we rise above our differences, come together, and fix our real problems." —Van Jones, CNN political contributor, host of The Van Jones Show, and best-selling author The Game Has Changed! What would you do if the game you had been preparing for your whole life had changed? This is the question we all face today. Our one-leader-at-a-time past has given way to a present reality where everyone has the potential to lead in every aspect of life. We all have at our fingertips the tools of change that were once available to only a few. This shift from one leader-at-a-time to everyone-leading-in-every-moment has created a changemaker effect on society. Change is no longer linear and faster, it's explosive and omnidirectional—and we are the first generation to navigate this reordered
the-social-entrepreneurs-playbook-expanded-edition-pressure-test-plan-launch-and-scale-your-social-enterprise

reality. Our everything world requires a new playbook. CHANGEMAKER PLAYBOOK will show you how to thrive in every aspect of today’s transformed societal landscape. Based on the author’s discoveries about leading in change from some of the world’s leading changemakers — business and social entrepreneurs, educators, media thought leaders, and youth innovators — readers can apply the principles in this book to the new everyone-a-changemaker world. An unforgettable tutorial on the principles of empathy-based collaborative creative teamwork, and the ins and outs of the new game, CHANGEMAKER PLAYBOOK is as much a new leadership handbook as it is the definitive individual and organizational achievement playbook. This is the new playbook for the new game.

Street Smarts—Norm Brodsky 2010-02-23 "One is tempted to say 'the only superlative-it'll fit.'—Tom Peters People starting out in business tend to seek step-by-step formulas or rules, but in reality there are no magic bullets. Rather, says veteran company-builder Norm Brodsky, there’s a mentality that helps street-smart entrepreneurs solve problems and pursue opportunities as they arise. Brodsky shares his hard-earned wisdom every month in Inc. magazine, in the hugely popular "Street Smarts" column he covets with Bo Burlingham. Now they've adapted their best advice into a comprehensive guide for anyone running a small business.

Innovation and Scaling for Impact—Christian Seelos 2017-01-04 Innovation and Scaling for Impact forces us to reassess how social sector organizations create value. Drawing on a decade of research, Christian Seelos and Johanna Mair transcend widely held misconceptions, getting to the core of what a sound impact strategy entails in the nonprofit world. They reveal an overlooked nexus between investments that might not pay out (innovation) and expansion based on existing strengths (scaling). In the process, it becomes clear that managing this tension is a difficult balancing act that fundamentally defines an organization and its impact. The authors examine innovation pathways that can derail organizations by thwarting their efforts to juggle these imperatives. Then, through four rich case studies, they detail innovative approaches that effectively sidestep these pathways and blend innovation with scaling. Readers will come away with conceptual models to drive progress in the social sector and tools for defining the future of their organizations.

Introduction to Social Entrepreneurship—Terese Chahine 2016-05-03 Social entrepreneurship is a revolution occurring around the world today. People from all walks of life are developing and implementing innovative, effective, and sustainable solutions in response to social and environmental challenges. These solutions include products, services, and interventions brought to market by new startups and existing orga

The Social Entrepreneur’s Handbook: How to Start, Build, and Run a Business That Improves the World—Rupert Scofield 2011-04-08 The business of society your business No one knows the business of social entrepreneurship better than Rupert Scofield. Cofounder and president of FINCA International—a nonprofit microfinance institution with 7,000 employees serving 750,000 customers in 21 countries—Scofield has been a social entrepreneur for 40 years. In The Social Entrepreneur’s Handbook, Scofield leads you through the entire process of starting up and running a nonprofit, sharing personal success stories and advice on what not to do—valuable lessons he learned the hard way. The process, while risky, isn’t as difficult as you might think. Practically speaking, you need only two things: an idea and a plan. The former comes from you and you alone. This book supplies the latter. The Social Entrepreneur’s Handbook illuminates the path to building a successful nonprofit from the ground up. You’ll learn how to: Create a realistic plan for getting started in your chosen cause Assemble the personnel plan for putting your vision into action—and keeping it rolling in the right direction Develop a business model specifically designed to run a nonprofit organization Keep yourself, your staff, and your cause in solid financial shape One of the many beauties of social entrepreneurship is that it’s never too late to start. You can be right out of school or working in the highest ranks of corporate America. It doesn’t matter Social entrepreneurship begins with a noble cause, which turns into a passion, and soon becomes a mission worth dedicating your life to. The Social Entrepreneur’s Handbook is the one and only resource you will need to attain your dream of working full-time in service to others—and making a real, measurable difference in the world.

Entreprenuership—Heidi M. Neck 2016-11-30 From Heidi Neck, one of the most influential thinkers in entrepreneurship education today, comes this groundbreaking new text. Entrepreneurship: The Practice and Mindset catapults students beyond the classroom by helping them develop an entrepreneurial mindset so they can create opportunities and take action in uncertain environments. Based on the world-renowned Babson Entrepreneurship program, this new text emphasizes practice and learning through action. Students learn entrepreneurship by taking small actions and interacting with stakeholders in order to get feedback, experiment, and move ideas forward. Students walk away from this text with the entrepreneurial mindset, skillset, and toolset that can be applied to startups as well as organizations of all kinds. Whether your students have backgrounds in business, liberal arts, engineering, or the sciences, this text will take them on a transformative journey.

The Third Wave—Steve Case 2017-04-18 The #1 New York Times and Wall Street Journal bestseller from Steve Case—the co-founder of AOL—presents "a compelling roadmap for the future...that can help us make sense of the technological changes reshaping our economy and the world. A fascinating read" (Sheryl Sandberg, Facebook COO and founder of LeanIn.org). Steve Case—a pioneer who made the Internet part of everyday life—was on the leading edge of a revolution in 1985 when he co-founded AOL, the first Internet company to go public and the most successful business of the 1990s. Back then Case was an entrepreneur in an industry that hadn’t really been invented yet, but he had a sense how dramatically the Internet would transform business and society. In The Third Wave, he uses his insights garnered from nearly four decades of working as an innovator, investor, and businessman to argue the importance of entrepreneurship and to chart a path for future innovators. We are entering, as Case explains, the "Third Wave" of the Internet. The first wave saw AOL and other companies lay the foundation for consumers to connect to the Internet. The second wave saw companies like Google and Facebook build on top of the Internet to create search and social networking capabilities, while apps like Snapchat and Instagram leveraged the revolution to create a path for future entrepreneurs. We are entering the Third Wave: a period in which entrepreneurs will vastly transform major "real world" sectors such as health, education, transportation, energy, and food—and in the process change the way we live our daily lives. Part memoir, part manifesto, and part playbook for the future, The Third Wave explains the ways in which newly emerging technology companies will have to rethink their relationships with customers, with competitors, and with governments; and offers advice for how entrepreneurs can make winning business decisions and strategies—and how all of us can make sense of this ever-changing digital age.

Start Something That Matters—Blake Mycoskie 2011-09-06 The incredible story of the man behind TOMS Shoes and One for One, the revolutionary business model that marries fun, profit, and social good. "A creative and open-hearted business model for our times."—The Wall Street Journal Why this book is for you: • You’re ready to make a difference in the world—through your own start-up business, a nonprofit organization, or a new project that you create within your current job. • You want to love your work, work for what you love, and have a positive impact on the world—all at the same time. • You’re inspired by charity: water, method, and FEED Projects and want to learn how these organizations got their start. • You’re curious about how someone who never made a pair of shoes, attended fashion school, or worked in retail created one of the fastest-growing footwear companies in the world by giving shoes away. • You’re looking for a new model of success to share with your children, students, co-workers, and members of your community. You’re ready to start something that matters.

Launch (Updated & Expanded Edition)—Jeff Walker 2021-07-27 From the creator of Product Launch Formula: A new edition of the #1 New York Times best-selling guide that’s defined online marketing and helped countless entrepreneurs make millions. The revised and updated edition of the #1 New York Times bestseller Launch will build your business fast. Whether you’ve already got an online business or you’re itching to start one, this is a recipe for getting more traction and a fast start. Think about it: What if you could launch YouTube or the Big Hollywood studios? What if your latest e-book could bring in hundreds, or even millions of dollars? What if you could launch a product? And you could do it no matter how humble your business or budget? Since 1996, Jeff Walker has been creating hugely successful online launches. After bootstrapping his first Internet business from his basement, he quickly developed a process for launching new products and businesses with unprecedented success. And once he started teaching his formula to other entrepreneurs, the results were simply breathtaking. Tiny, home-based businesses started doing launches that brought in tens of thousands, hundreds of thousands, and even millions of dollars. Whether you have an existing business or you’re starting from scratch, this is how you start fast. This formula is how you engineer massive success. Now the question is this: Do you want to start slow, and fade away from there? Or are you ready for a...
launch that will change the future of your business and your life?

The Startup Playbook—Rajat Bhargava 2020-06-23 Get the real guidance you need to create and build your first startup company from founders who have been there many times before. The first run printing of The Startup Playbook SOLD OUT! So, we revised, expanded, and improved this second edition, including a new foreword by Brad Feld, author of Venture Deals. We will give our playbook—and how to get started from the ground up. You’ll find a collection of the major lessons and shortcuts we’ve learned that will shift the odds in your favor. We’re sharing our tips, secrets, and advice in a frank, founder-to-founder discussion with you. We make no bones about our bias. We’re on your side, the founder’s side. While venture capitalists, investors, and accelerators/corhatcheries can add great value in the startup ecosystem, this book isn’t about their points of view. We’ll tell you where our interests as founders diverge from those on the other side of the table—investors, banks, advisors, board members, and others—and what to do when that happens. The Startup Playbook is not a recipe, it’s not a template, it’s not a list of tasks to do. It’s our insider’s guide to starting a company and running it successfully in those critical early months. Between us, we’ve started over a dozen high-tech software companies and raised over $500 million in investment capital. We’ve acquired over thirty-five companies, had three of our startups go public, sold six of them, and we made billions of dollars for shareholders. We’ve also invested in over eighty startups, advised and mentored over two hundred companies and actively worked with venture capitalists (VCs), incubators, and accelerators to help launch many other new startups. We’ve had plenty of failures, too. And we’ve probably learned more from those than from the successes. We share those lessons as well. The Startup Playbook is full of our advice, guidance, do’s, and don’ts from our years of experience as founders many times. We want to share our hard-earned knowledge with you to make success easier for you to achieve. This book is extracted and expanded from the accessible, straight talk fashion, this book is a manual, and an inspiration. The Startup Playbook is smart and avoids the ‘I am so smart’ over-writing endemic to the genre. Read this as it is presented. You’ll be doing yourself a tremendous favor.” —Amazon Reviewer

The economic value of startups has doubled since 1992 and is projected to double again in the next fifteen years. For decades, the hot center of this phenomenon has been Silicon Valley. This is changing fast. Thanks to technology, startups are now taking root everywhere, from Delhi to Detroit to Nairobi to Sao Paulo. Yet despite this globalization of startup activity, our knowledge of how to build successful startups is still drawn primarily from Silicon Valley. As venture capitalist Alexandre Lazarow shows in this insightful and instructive book, this Silicon Valley “gospel” is due for a refresh, and how to guide from what he calls the “frontier,” the growing constellation of startup ecosystems, outside of the Valley and other major economic centers, that now stretches across the globe. The frontier is a truly different world where startups often must cope with political or economic instability and lack of infrastructure, and where there might be little or no access to angel investors, venture capitalists, or experienced employee pools. Under such conditions, entrepreneurs must be creators who build industries rather than disruptors who change them because there are few existing businesses to disrupt. The companies they create must be global from birth because local markets are too small. They focus on resilience and sustainability rather than unicorn-style growth at any cost. With rich and wide-ranging stories of frontier innovators from around the world, Out-Innovate is the new playbook for innovation—wherever it has the potential to happen.

The Founder’s Dilemmas—Noam Wasserman 2013-04 The Founder’s Dilemmas examines how early decisions by entrepreneurs can make or break a startup and its team. Drawing on a decade of research, including quantitative data on almost ten thousand founders as well as inside stories of founders like Evan Williams of Twitter and Tim Westergren of Pandora, Noam Wasserman reveals the common pitfalls founders face and how to avoid them.

Never Eat Alone—Keith Ferrazzi 2014 A networking expert explains how to use the power of relationships for mutually beneficial results, outlining specific strategies and principles for generosity-based networking with colleagues, friends and associates.

Financial Intelligence for Entrepreneurs—Karen Berman 2008 “In this essential guide, Karen Berman and Joe Knight customize the approaches and insights from their acclaimed book Financial Intelligence specifically for entrepreneurs. The authors not only demystify common financial terms and tools, they also show how you can use this knowledge to gauge your company’s performance and make better decisions.”—Back cover.

The 4-hour Workweek—Timothy Ferris 2009 An edition expanded with more than 100 pages of new content offers a blueprint for a better life, whether one’s dream is escaping the rat race, experiencing high-end world travel, earning a monthly five-figure income with zero management or just living more and working less.

Out-Innovate—Alexandre “Alex” Lazarow 2020-04-07 The new playbook for innovation and startup success is emerging from beyond Silicon Valley—at the “frontier.” Startups have changed the world. In the United States, many startups, such as Tesla, Apple, and Amazon, have become household names. The National Strategy for the COVID-19 Response and Pandemic Preparedness—Joseph R. Biden, Jr. 2021-05-18 The ultimate guide for anyone wondering how President Joe Biden will respond to the COVID-19 pandemic—all his plans, goals, and executive orders in response to the coronavirus crisis. Shortly after being inaugurated as the 46th President of the United States, Joe Biden and his administration released this 200 page guide detailing his plans to respond to the coronavirus pandemic. The National Strategy for the COVID-19 Response and Pandemic Preparedness breaks down seven crucial goals of President Joe Biden’s administration with regards to the coronavirus pandemic: 1. Restore trust in the American people. 2. Mount a safe, effective, and comprehensive vaccination campaign. 3. Mitigate spread through expanding masking, testing, data, treatments, health care workforce, and clear public health standards. 4. Immediately expand emergency relief and exercise the Defense Production Act. 5. Safely reopen schools, businesses, and travel while protecting workers. 6. Protect those most at risk and advance equity, including across racial, ethnic and rural/urban lines. 7. Restore U.S. leadership globally and build better preparedness for future threats. Each of these goals are explained and detailed in the book, with evidence about the current circumstances and how we got here, as well as plans and concrete steps to achieve each goal. Also included is the full text of the many Executive Orders that will be issued by President Biden to achieve each of these goals. The National Strategy for the COVID-19 Response and Pandemic Preparedness is required reading for anyone interested in or concerned about the COVID-19 pandemic and its effects on American society.

Design Before You Design—Jacob DeNeui 2019-04-13 Do you want to create social impact but feel there must be a better way? There is. So many problems the world faces go largely unaddressed because social entrepreneurs are unaware that they hold the power to design a better organization for creating more effective social impact. Not anymore. Whether you’re a doctor, a pastor, a student, or anywhere in between, Design Before You Design empowers you to design an organization that allows you to create social change you’re passionate about. Don’t be stuck with an outdated framework when you can be a social impact pioneer and lead the way to greater effectiveness in meeting the world’s biggest needs. It’s time to design.

The Solution Revolution—William D. Eggers 2013-08-27 Government Alone Can’t Solve Society’s Biggest Problems World hunger. Climate change. Crumbling infrastructure. It’s clear that in today’s era of fiscal constraints and political gridlock, we can no longer turn to government alone to tackle these and other towering social problems. What’s required is a new, more collaborative and productive economic system. The Solution Revolution brings hope—revealing just such a burgeoning new economy where players from across the spectrum of business, government, philanthropy, and social enterprise converge to solve big problems and create public value. By erasing public-private sector boundaries, the solution economy is unlocking trillions of dollars in social benefit and commercial value. Where tough societal problems persist, a new problem solving ecosystem is emerging around crowdfunding, app-developing, or impact-investing to design innovative new solutions for seemingly intractable problems. Providing low-cost health care, fighting poverty, creating renewable energy, and preventing obesity are just a few of the tough challenges that also represent tremendous opportunities for those at the vanguard of this movement. They create markets for social good, solving problems in a collaborative and productive way, where the gap between what government can provide and what citizens need. So what drives the solution economy? Who are these new players and how are their roles changing? How can we grow the movement? And how can we participate? Deloitte’s William D. Eggers and Paul Macmillan answer these questions, and more, and they introduce us to the people and organizations driving the revolution—from edgy social enterprises growing at a clip of 15 percent a year, to megafoundations, to Fortune 500 companies delivering social good on the path to profit. Recyclebank, RelayRides, and LivingGoods are just a few of the innovative organizations you’ll read about in this book. Government cannot handle alone the huge challenges facing our global economy, and the solution economy is the answer. The national strategy for the COVID-19 response and pandemic preparedness breaks down seven crucial goals of President Joe Biden’s administration with regards to the coronavirus pandemic: 1. Restore trust in the American people. 2. Mount a safe, effective, and comprehensive vaccination campaign. 3. Mitigate spread through expanding masking, testing, data, treatments, health care workforce, and clear public health standards. 4. Immediately expand emergency relief and exercise the Defense Production Act. 5. Safely reopen schools, businesses, and travel while protecting workers. 6. Protect those most at risk and advance equity, including across racial, ethnic and rural/urban lines. 7. Restore U.S. leadership globally and build better preparedness for future threats. Each of these goals are explained and detailed in the book, with evidence about the current circumstances and how we got here, as well as plans and concrete steps to achieve each goal. Also included is the full text of the many Executive Orders that will be issued by President Biden to achieve each of these goals. The National Strategy for the COVID-19 Response and Pandemic Preparedness is required reading for anyone interested in or concerned about the COVID-19 pandemic and its effects on American society.
Digital Entrepreneurship—Mariusz Soltanfar 2020-11-13 This open access book explores the global challenges and experiences related to digital entrepreneurial activities, using carefully selected examples from leading companies and entrepreneurs to shape modern digital entrepreneurship. The book delves into the role of digital entrepreneurship and the companies steering it to have an enormous global impact; they promise to transform the business world and change the way we communicate with each other. These companies use digitalization and artificial intelligence to enhance the quality of decisions and augment their businesses and operations. This book is revised and updated to reflect the evolution of content marketing and the requirements for companies to enable their businesses to succeed in a post-COVID19 world. This book offers a guide to digital entrepreneurship and identifies the key factors that contribute to its success. It aims to help entrepreneurs and companies to develop a clear strategy for digital transformation and to leverage technology to drive growth and innovation.

How to Change the World—David Bornstein 2005-09-17 How to Change the World is a book that provides practical insights on how to create positive social change through entrepreneurship. The book offers case studies of social entrepreneurs and provides guidance on how to start a social enterprise. It discusses the importance of social entrepreneurship and the role it plays in creating a better world. The book is a valuable resource for anyone interested in social entrepreneurship and the impact it can have on society.

Cruising It!—Gary Vaynerchuk 2018-01-30 Four-time New York Times bestselling author Gary Vaynerchuk offers a guide to how to build a personal brand and achieve success. He shares insights on how to use social media, influencer marketing, and other digital tools to build and maintain a strong online presence. The book is a practical guide for entrepreneurs and marketers looking to leverage the power of social media to achieve their goals.

Village of a Million Spirits—Ian T. MacMillan 1999 Provides a fictionalized account of the revolt of six-hundred concentration camp prisoners led by a young Brazilian who has established eighty computer schools in the slums of Brazil; and Diana Ropero, who has used investment banking techniques to create a network of home-care agencies to serve poor people with AIDS in South Africa, or bridging the college-access gap in the United States, social entrepreneurs are pioneering problem-solving models that will reshape the 21st century. How to Change the World provides vivid profiles of many such individuals and what they have in common. The book is an in Search of Excellence for social initiatives, intertwining personal stories, anecdotes, and analysis. Readers will discover how one person can make an astonishing difference in the world. The case studies in the book include Jody Williams, who won the Nobel Peace Prize for the international campaign against landmines she ran by e-mail from her Vermont home; Roberto Baggio, a 31-year old Brazilian who has established eighty computer schools in the slums of Brazil; and Diana Ropero, who has used investment banking techniques to make American corporations responsive to environmental dangers. The paperback edition will offer a new foreword by the author that shows how the concept of social entrepreneurship has expanded and unfolded over the last few years, including the Gates-Buffett charitable partnership, the rise of Google, and the increased mainstream coverage of the subject. The book will also update the stories of individual social entrepreneurs that appeared in the cloth edition.

Lean Startups for Social Change—Michel Gelobter 2015-11-02 For years, the lean startup has been revolutionizing new and established businesses. In this eye-opening book, serial social entrepreneur Michel Gelobter shows how it can do the same for nonprofits. Traditionally, whether creating a new business or a new program, entrepreneurs in all sectors develop a plan, find money to fund it, and pursue it to its conclusion. The problem is, over time conditions can change drastically—but you're locked into your plan. The lean startup is all about agility and flexibility. Its mantra is “build, measure, learn”: create small experimental initiatives, quickly get real-world feedback on them, and use that data to expand what works and discard what doesn’t. Using dozens of social sector examples, Gelobter walks you through the process. The standard approach wastes time and money. The lean startup will help your organization vastly increase the good it does.

Crushing It!—Gary Vaynerchuk 2018-01-30 Four-time New York Times bestselling author Gary Vaynerchuk offers new lessons and inspiration drawn from the experiences of dozens of influencers and entrepreneurs who rejected the predictable path of corporate life in favor of pursuing their dreams by building thriving businesses and extraordinary personal brands. In his 2009 international bestseller Crush It, Gary insisted that a vibrant personal brand was crucial to entrepreneurial success. In Crushing It!, Gary explains why that’s even more true today, offering his unique perspective on what has changed and what principles remain timeless. He shares stories from other entrepreneurs who have grown wealthier—and not just financially—than they ever imagined possible by following Crush It! principles. The secret to their success (and Gary’s) has everything to do with their understanding of the social media platforms, and their willingness to do whatever it took to make these tools work to their utmost potential.
That’s what Crushing It! teaches readers to do. In this lively, practical, and inspiring book, Gary dissects every current major social media platform so that anyone, from a plumber to a professional ice skater, will know exactly how to amplify his or her personal brand on each. He offers both theoretical and tactical advice on how to become the biggest thing on old standbys like Twitter, Facebook, YouTube, Instagram, Pinterest, and Snapchat; podcast platforms like Spotify, Soundcloud, iHeartRadio, and iTunes; and other emerging platforms such as Musical.ly. For those with more experience, Crushing It! illuminates some little-known nuances and provides innovative tips and clever tweaks proven to enhance more common tried-and-true strategies. Crushing It! is a state-of-the-art guide to building your own path to professional and financial success, but it’s not about getting rich. It’s a blueprint to living life on your own terms.

Mastering the VC Game: Jeffrey Bussgang 2010-04-29 Entrepreneurs who dream of building the next Amazon, Facebook, or Google can take advantage of one of the most powerful economic engines the world has ever known: venture capital. To do so, you need to woo, impress, and persuade venture capitalists to take a risk on an unproven idea. That task is challenge enough. But choosing the right investor can be harder still. Even if you manage to get backing, you want your VC to be a partner, not some adversary who will undermine your vision in order to make a quick return. Jeffrey Bussgang is one of a few people who have played on both sides of this high-stakes game. By his early thirties, he had helped build two successful start-ups—one went public, the other was acquired. Now he draws on his experience and unique perspective on the "other side" as a venture capitalist helping entrepreneurs bring their dreams to fruition. Bussgang offers detailed insights, colorful stories, and practical advice gathered from his own experience as well as from interviews with dozens of the most successful players on both sides of the game, including Twitter's Jack Dorsey and LinkedIn's Reid Hoffman. He reveals how to get noticed, perfect a pitch, and negotiate a partnership that works for everyone. An insider’s guide to the secrets of the world venture capital, Mastering the VC Game will prove invaluable for entrepreneurs seeking capital and successful partnerships.

Who You Know: Julia Freeland Fisher 2018-08-14 Improve student outcomes with a new approach to relationships and networks Relationships matter. Who You Know explores this simple idea to give teachers and school administrators a fresh perspective on how to break the pattern of inequality in American classrooms. It reveals how schools can invest in the power of relationships to increase social mobility for their students. Discussions about inequality often focus on achievement gaps. But opportunity is about more than just test scores. Opportunity gaps are a function of not just what students know, but who they know. This book explores the central role that relationships play in young people’s lives, and provides guidance for a path forward. Schools can: Integrate student support models that increase access to caring adults in students’ lives, and provides guidance for a path forward. Deploy emerging technologies that expand students’ networks to experts and mentors from around world. Exploring the latest tools, data, and real-world examples, this book provides evidence-based guidance for educators looking to level the playing field and expert analysis on how policymakers and entrepreneurs can help. Networks need no longer be limited by geography or circumstance. By making room for relationships, K-12 schools can transform themselves into hubs of next-generation learning and connecting. Who You Know explains how.