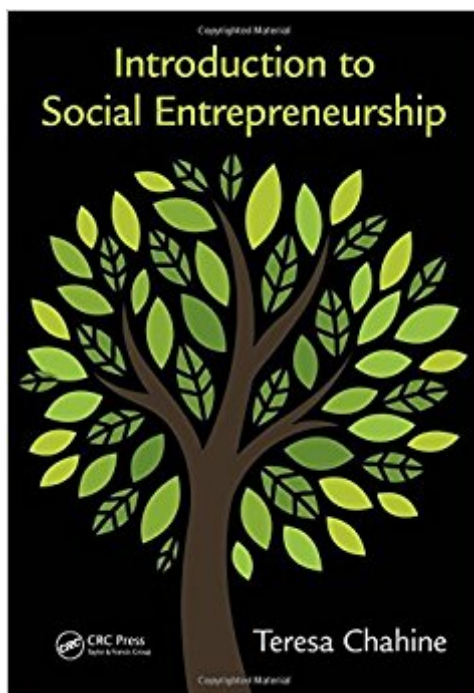


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# Introduction To Social Entrepreneurship



## Synopsis

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 organizations, both for-profit and non-profit.

Introduction to Social Entrepreneurship summarizes the basic steps and tools needed to understand the challenge you are tackling, develop potential solutions, build a business model, measure, and grow your impact. Featuring case studies and interviews with leaders in the field, this comprehensive guide spans multiple sectors, including health, the environment, education, agriculture, commerce, finance, and retail. Designed for readers of all backgrounds, this book will change the way you look at today's world and what you do about it.

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## Customer Reviews

"Everybody is a changemaker! We can teach and learn skills that help us make more effective and lasting changes. This textbook is a valuable guide to get that journey started. What are you waiting for?" Bill Drayton, Founder and CEO, Ashoka, USA "Social Business is a special form of social entrepreneurship where the entrepreneur is not interested in making personal profit, the business is devoted entirely to solving human problems. Chahine's book will make it easy to understand the whole spectrum of social entrepreneurship." Muhammad Yunus, Yunus Centre & Grameen Bank, Bangladesh "This book stands out as a landmark publication in the social enterprise

literature. We had been waiting for it and now it is here! Whether you are a youth grassroots leader or a senior government official, you need the tools and the mindset to slowly but surely make cutting-edge change. This book can help you organize your thoughts and your steps towards action." HE Dr. Laila Iskandar, Founder, CID Consulting, Egypt, former Minister of State for Environment Affairs and Minister for Urban Renewal and Informal Settlements, Egypt, Schwab Foundation Social Entrepreneur of the Year, Goldman Environmental Prize winner "This book is like an encyclopedia of insight on social entrepreneurship. Each person will go through it in a different way depending on their needs...there are many different pathways." David Bornstein, CEO, Solutions Journalism Network, USA "A great addition to the field and extremely well constructed." Susan Davis, former President & CEO, BRAC, USA "A thoughtful, comprehensive book teeming with case studies and practical guidance to set any aspiring social entrepreneur on the right path. Chahine has adeptly distilled many valuable lessons into a book that inspires and educates with every page. If only it had been around 15 years ago when I began my own journey into the world of social entrepreneurship!" Willy Foote, Founder and CEO, Root Capital, Cambridge, USA

Dr. Teresa Chahine is the Social Entrepreneurship Program Leader at the Harvard T. H. Chan School of Public Health, Center for Health and the Global Environment. She teaches social entrepreneurship at Harvard Chan School and Harvard Extension School, and trains social entrepreneurs worldwide. Dr. Chahine is also the Director of Alfanar Lebanon, which she launched in 2012. Alfanar is a venture philanthropy organization supporting social entrepreneurs in Lebanon and Egypt since 2004. To learn more about her work and how you can get involved, visit [www.chgeharvard.org](http://www.chgeharvard.org) and [www.alfanar.org](http://www.alfanar.org). Connect with her on Twitter @teresachahine.

For the past 10+ years I have mentored undergraduate students in helping for-profits and non-profits conceive, develop, and implement social enterprise...and have yet to find such a comprehensive and applied resource as Dr. Chahine's text. It's cases and embedded examples are very helpful in directing social entrepreneurs (across all disciplines and backgrounds) initiate and improve their access to funds, brand and marketing collateral, operational flow, legal structure, and measurement of social and/or environmental impacts.

Dr. Teresa Chahine is a brilliant change maker, writer, educator, program leader, innovation advisor, inspirational person and the list goes on..., who has a wealth of both academic and practical

knowledge and managed to translate her intelligent insights into a comprehensive overview of this highly relevant topic in today's society: Social Entrepreneurship. Although this topic has been studied and practiced for several decades, Dr. Chahine is the first textbook writer that I know of who has defined the ecosystem in an extensive, comprehensible and interesting manner. I sincerely recommend this book to students, entrepreneurs, investors, instructors and anyone else who is interested in learning - and teaching others about Social Entrepreneurship. As an entrepreneur, marketer, sustainability advocate and (co)-instructor at UCLA, I am using the insights from her book every day in my professional work, and I'm eager to dedicate a course to this topic in a classroom filled with students who want to make a difference in this world and solve the world's most pressing issues through entrepreneurship. I look forward to being part of this movement and inspiring our generations of social entrepreneurs, for many years to come. Thank you for all your positive contributions and endeavors in this dialogue and field of expertise, Dr. Chahine. You're a gem!

As a policy student newly interested in the field of social entrepreneurship, this book was the perfect stepping stone to help me dive in. The concepts of social entrepreneurship and innovation can be daunting to the uninitiated and it can discourage curious students who have always been exposed to traditional business models and methods of delivering social services. This book makes these concepts much more accessible and has an infectious enthusiasm that promotes further exploration into the field. The nice thing about this textbook is that it not only serves as a good introduction, but that it also provides a foundational guidebook upon which aspiring social entrepreneurs can return to as they build each of their ideas.

As someone launching into the Social Entrepreneurship world this book is invaluable! It offers a step by step way to evolve your venture from an idea to reality. Teresa has written the book with great examples of each step and practical guidance with which to build the venture from the ground up. While initially used in an academic setting, I see this book as one I'll reference many times over as I launch my 1st venture and expect to come back to it when I decide to bring other ideas to fruition! She has clearly learned from her own ventures and others she's interacted with. By following her process you're not likely to forget any major aspects of new venture development. So save yourself the potential headaches and good luck with bring your ideas to life!

It isn't often you can say the author of the textbook personally taught the class. But that is exactly what happened. I was a student in a social entrepreneurship class taught by Teresa Chahine last

semester. The book is a must read for anyone considering starting a social enterprise. Teresa's personal experiences in starting SEs as well as her involvement in the coaching of new start-ups and facilitating scale-up in combination with several years of teaching the course at the Harvard Chan School of Public Health make for a highly readable, extremely practical, and go-to reference book on starting a social enterprise. I highly recommend reading this book first before getting too far into a project. It will help you think and plan like a business (I have no business background) all the way to perfecting the "pitch".

This is a monumental achievement for a first time writer and a Harvard-trained faculty member. An awesome introductory book, it is perfect for a course on Social Entrepreneurship. This is must book for learning the contemporary issues in this field of science, one that covers a wide range of issues and topics that have to be mastered before embarking on a journey into social entrepreneurship. Highly recommended.

First of all, what a great book. The book is simple, easy to follow and a very interesting read. Teresa breaks difficult concepts into small pieces and then explains these with examples. The book provides a clear road map to starting one's own social venture. I was extremely petrified of the steps and work involved in the entrepreneurship and the black box of innovation. This book really helped me understand the idea and meaning of innovation and gave me a great confidence to start my own venture based on the skills gained by this book. The book also pointed me to the right direction as in where to look for more information, what are the questions that I need to ask. This book is a must read for everyone and anyone who is thinking of Social Entrepreneurship.

This book is an excellent foray into the world of Social Entrepreneurship. It offers not only insights into the field, but also practical tools that you can use to move your social venture forward. The examples the author uses, based on the experiences of other social entrepreneurs, particular stand out to me. I would highly recommend this book to all budding social entrepreneurs.

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