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Autore	Beugre Constant D.
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Nota di contenuto	1. The nature of social entrepreneurship -- 2. Social entrepreneurs : mindset, characteristics, and competencies -- 3. Social entrepreneurial motivations -- 4. The external environment of social ventures -- 5. Discovering opportunities for social ventures -- 6. Developing a social venture sustainability model -- 7. Feasibility analysis for social ventures -- 8. Planning for social ventures -- 9. Marketing challenges for social ventures -- 10. Managing the financial side of social ventures -- 11. Organization and management of social ventures -- 12. Social ventures effectiveness -- 13. Scaling social ventures -- 14. Measuring the impact of social ventures.