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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	Part I: Introduction: Background and Theory -- Part II: Case Studies -- Part III: Practice: Lessons Learned About Designing Social Businesses.
Sommario/riassunto	Conceptualized and put into practice by Nobel Peace Prize Laureate and Presidential Medal of Freedom recipient Dr. Muhammad Yunus, social businesses work to address social ills such as poverty, lack of health care, gaps in education, and environmental challenges. This book explores the ideation, practice and evaluation of the concept of social business. Not just theoretical foundations, but several case studies of social businesses around the world, and state-of-the-art assessment of the issues that arise in the planning, marketing, and evaluation of social businesses, are featured in this book. This cutting-edge collection of articles, presented by the California Institute for Social Business (CISB) in collaboration with Professor Yunus, is one of the first comprehensive collections of theory and research on the emerging field

of social business. The diverse group of authors come from around the world and from various disciplinary backgrounds, representing the leading academic experts on social business phenomena.
