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Nota di contenuto	1. Introduction -- 2. Issues, ideas, and opportunities, a simultaneous pursuit -- 3. Understanding those to be served and their communities -- 4. The policy environment, opportunities and constraints -- 5. Analyzing competitive forces, the market and the industry -- 6. Creating a social venture feasibility plan -- 7. Completing a viability assessment of the venture -- Appendix I. Denise DeVaun: from teacher to national advocate reducing poverty -- Appendix II. Frey Foundation (Minnesota): a story of a journey from charity to systems change engagement -- Appendix III. Mike Temali: expert in neighborhood and economic transformation -- Notes -- References -- Index.
Sommario/riassunto	This book provides a guided deep dive into the early stages of venture development of social entrepreneurship. It introduces concepts that provide important insights necessary for social venture success. It introduces a set of entrepreneurial tools designed for the unique set of challenges faced in selecting and designing social entrepreneurial ventures. With this book as a guide, the reader can develop a feasible venture concept and communicate it effectively.