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Sommario/riassunto	In From Social Movement to Moral Market, Paul-Brian McInerney explores what happens when a movement of activists gives way to a market for entrepreneurs. This book explains the transition by tracing the brief and colorful history of the Circuit Riders, a group of activists who sought to lead nonprofits across the digital divide. In a single decade, this movement spawned a market for technology assistance providers, dedicated to serving nonprofit organizations. In contrast to

the Circuit Riders' grassroots approach, which was rooted in their
commitment to a cause, these consultancie
