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Nota di contenuto	The circuit rider mounts : establishing worth and the birth of a social movement -- Organizing for change : conferences, meetings, and the configuration of fields -- Institutional entrepreneurs build a bridge : connecting movements and markets through social enterprise -- Walking the values tightrope : the moral ambivalence of social enterprise -- The circuit riders respond : conventions of coordination as movements react to markets -- Patterns worth noting : markets out of movements.
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

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