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Titolo	Microfranchising : How Social Entrepreneurs are Building a New Road to Development / / Nicolas Sireau
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ISBN	1-351-27870-3 1-351-27872-X 1-907643-34-6
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Soggetti	Franchises (Retail trade) - Africa Small business - Africa Economic development - Africa
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Front cover; Half-title; Title page; Copyright page; Contents; Abbreviations and acronyms; Acknowledgements; 1. Introduction; 2. Microfranchising: The theory; 3. Microfranchising in practice; 4. The diffusion of innovations through microfranchising; 5. Barefoot Power: A case study in Uganda; 6. Financing microfranchise start-up and growth; 7. MicroLoan Foundation: A case study in Malawi; 8. Creating the market and recruiting microfranchisees; 9. Social-sector franchising for healthcare; 10. Scaling the microfranchise at the base of the pyramid 11. The scaling bottleneck: Growth challenges faced by social enterprises12. Conclusion; References; About the contributors; Index; Back cover
Sommario/riassunto	"It is increasingly clear that fifty years of international development have done little to reduce poverty in Africa. Indeed, more and more academics and practitioners are highlighting the detrimental effect of traditional development - as carried out by international agencies and NGOs - which often leads to dependency, inefficiency, waste and poor governance. Yet there is a new movement that is surging ahead in its attempt to reduce poverty and generate wealth in Africa: microfranchising. Set up by pioneering organizations such as

VisionSpring and HealthStore, microfranchising is based on one of the most successful market-based models in Western economies: franchising. From McDonald's to Coca-Cola, franchising has proven itself to be an effective and replicable way of scaling up a business rapidly in the Western context. It is only recently that members of the growing body of social entrepreneurs have turned to the franchise model as one of the responses to Africa's endemic economic stagnation. And the results have been inspiring: instead of the dependency generated by traditional charity development projects, these new social capitalists have generated enterprise and self-sustainability in the most challenging environments of rural Africa. This long-needed book looks at the growth in microfranchising as a tool to generate wealth among poor communities in Africa. The book traces the evolution of the concept of microfranchising, from its foundation in Western models to its implementation in African countries today. It provides practical steps from the world's leading experts on how to set up a microfranchise, from recruiting franchisees, to building a brand and a supply chain. It gives case studies of successful microfranchises, told by the enterprises themselves. It continues with a theoretical analysis of the place of microfranchising within global social entrepreneurship. It ends with a look at the future for microfranchising, with recommendations for development. Edited by the former CEO of SolarAid, which created the Sunny Money microfranchise, the book provides a ground-breaking set of case studies and analysis of microfranchising for development. It brings together academics and practitioners to provide context, analysis and practical advice. Indeed, it provides the theory, the practical advice and the case studies to guide any entrepreneur, NGO, business or government interested in setting up their own microfranchise scheme."--Provided by publisher.

2. Record Nr.	UNINA9911019751603321
Autore	Nordenstrom Jorgen
Titolo	The hunt for the parathyroids // Jorgen Nordenstrom
Pubbl/distr/stampa	Chichester, West Sussex, : Wiley-Blackwell, 2012
ISBN	9781118343401 1118343409 9781118343371 1118343379 9781283644396 1283644398 9781118343395 1118343395
Edizione	[1st ed.]
Descrizione fisica	1 online resource (162 p.)
Disciplina	616.4
Soggetti	Parathyroid glands - Research - History Parathyroid glands - Diseases Endocrinology - History
Lingua di pubblicazione	Inglese
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Nota di contenuto	The Hunt for the Parathyroids; Copyright; Contents; Preface; Introduction; Chapter 1 Sandstrom's discovery; Chapter 2 Unexpected problems; Chapter 3 The age of glorious discoveries; Chapter 4 A gland in search of a function; Chapter 5 The calcium connection; Chapter 6 Hormones and organotherapy; Chapter 7 The priority dispute; Chapter 8 Immortal patients; Chapter 9 A disease in disguise; Chapter 10 The elusive hormone; Chapter 11 The language of god; Chapter 12 The pharmacological paradox; References and notes; General references; Introduction; 1. Sandstrom's discovery 2. Unexpected problems 3. The age of glorious discoveries 4. A gland in search of a function 5. The calcium connection 6. Hormones and organotherapy 7. The priority dispute 8. Immortal patients 9. A disease in disguise 10. The elusive hormone 11. The language of god 12. The pharmacological paradox Index

Sommario/riassunto

The Hunt for the Parathyroid Gland is a part fact, part fiction overview of the discovery of the parathyroid gland by a Swedish scientist in 1880. The discovery of the parathyroid gland in humans in 1880 by an unknown Swedish medical student, Ivar Viktor Sandstrom, ended a 30 year search for its exact location within the human body, following its discovery in an Indian rhino 30 years before. It is one of the most engaging and remarkable stories in the history of medicine. This book offers a fascinating insight into its discovery. Endocrinologists and ENT health professionals,