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Nota di contenuto	Cover; Title Page; Copyright; Dedication; Contents; Acknowledgments; SECTION ONE: THIS THING CALLED SOCIAL ENTERPRISE; Chapter 1 - New World, New Rules; Why Social Enterprise?; Why Now?; About This Book; About the Authors; Chapter 2 - Portrait of a Tribe-in-Progress; Defining Social Enterprise; Not Left or Right; Variations on a Theme; Species of Social Enterprise; Chapter 3 - Battle of the Worldviews; Is Social Enterprise Subversive?; A Transitional Phase; SECTION TWO: KEY IMP-GREDIENTS; Chapter 4 - Intention Is Where the Heart Is; The Primacy of Intention; Establishing Intention Communicating IntentionPreserving Intention; The Brand's the Thing; Chapter 5 - Money Matters; A Catch-22 for Hungries; Capital Market, Here We Come; The Valuation Conundrum; The Specter of Litigation; Is the Capital Market Less Capital for Social Entrepreneurs?; Sharing the Wealth; Chapter 6 - The Social Enterprise as People Person; Make Like a Partner; Partnership Principles; Building a Strong Team; Chapter 7 - Decisions, Decisions, Decisions; Early Stage Start-Up - The Compass of the Heart; Interview with a Hungry - Getting the Horses Lined up in the Gate Do Me a Solid - Preserving the Mission with InvestorsAn Adapter Comes in from the Cold; SECTION THREE: THE SOCIAL ZENTREPRENEUR; Chapter 8 - The Myth America Pageant; Mainstream Myths About Business; Counternarratives About Power and Leadership; The

Coachman and the Narratives; Chapter 9 - Carl and Allen's Ten Commandments; Commandment One: Respect Money; Commandment Two: Be Intensely Strategic; Commandment Three: Insist on Quality; Commandment Four: KISS (Keep It Simple, Stupid); Commandment Five: Be Willing to Compromise on Everything but Your Integrity; Commandment Six: Know Thyself  
Commandment Seven: Get Support  
Commandment Eight: Cultivate a Healthy Relationship with Your (Ad)Venture; Commandment Nine: Take Care of Yourself; Commandment Ten: Keep Dancing on the High Wire; Chapter 10 - Overcoming Entrepreneur's Disease; Please Let Me Bring You Down; An Anxiety Management Protocol; Appendix A: Comparison of Characteristics of Basic Business Entities; Appendix B: Everything You Want to Know About Social Enterprise but Were Afraid to Ask; Notes; Index; About the Authors

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Sommario/riassunto

Mission driven-business as a vehicle for change.

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