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	Nota di contenuto	Profit & Purpose: How Social Innovation Is Transforming Business for Good; Contents; Acknowledgments; Introduction; Moving Beyond Shareholder Value; Moving Beyond Giving; A Better Way Forward; Can I Really Do Well and Do Good?; How Social Enterprises Are Leading the Way; What Sets These Social Enterprises Apart?; Behind the Scenes; 1 Discover Through Curiosity; Identifying the Problem of Eyeglasses; Learning at the ScoJo Foundation; What Are the Stars Wearing?; Is There a Better Way for the Glasses Industry to Operate?; Recognizing the Right Problem for You; The Real Challenge Success Without Purpose The Spark Had Been Ignited; The Problem Comes Into Focus; A New Kind of Marketplace; Method to Their Madness; Inspiration at a Sleepy Roadside Stand; Innovation from Within; Waste Is Only Waste If You Waste It; The Bumpy Path to Innovation; Africa's Moonshot; Key Takeaways; 1. Specify the Problem; 2. Leverage Cultural Shifts; 3. Build on Talent; 2 Design with Humility; Bringing Brilliant Design to the Poor; Letting the Users Guide You; Discovering You Need to Pivot; Don't Underestimate the Challenges of Distribution; You Don't Need to be an Expert; Embracing Challenges User Testing Has Many Benefits Knowing What to Outsource; Finding Early Adopters Takes Work; Creating Demand; Good News Travels Slow; Key Takeaways; 1. Listen; 2. Build; 3. Iterate; 3 Build with Hustle; The Intuitive Hustle; The Strategic Hustle; Best Laid Plans; Beating the Burn

Rate; Simple and Sincere Can Work Wonders; Key Takeaways; 1. Sell the Vision; 2. Invite Co-Creators; 4 Fund Through Commitment; Promoting a New Version of Capitalism; When Profit Trumps Purpose; The Benefits of the Benefit Corporation; The True Cost of Free Money; Smart Crowdfunding; Kickstart; Follow-On Funding

Going to the Well Embrace 2.0; Vision Capital; Not Having to Ask for Money Again; Investing in the Ecosystem; Key Takeaways; 1. Align; 2. Close; 5 Connect with Authenticity; Values Drive the Brand; Establishing the Brand Hierarchy; Aesthetic; Price; Customer Experience/Quality; Social Good; What's in a Name?; Give Them a Delightful Experience; Reworking One for One; Offer Delightful Experiences; Selective Partnerships; Hit the Road Jack; The Marketing Method to the Madness; Don't Talk at Your Customers, Listen to Them; Building a Community; Press Coverage Trumps Ads

Build Momentum with a Pre-Launch Campaign Key Takeaways; 1. Experience over Advertising; 2. Honesty over Perfection; 6 Scale Through Community; Making a Mission Truly Meaningful; Keeping on Top of Employee Engagement; Wild Growth; Keeping the Magic Alive; The Limits of Hustle-Tough Decisions; Selling Doesn't Necessarily Mean Selling Out; A Road-Side Startup Goes Corporate; Dumpster Diving; A More Sustainable Supply Chain; Learning from the Big Guys; Becoming More Innovative; Sticking with Strengths; The Challenges of a New Location

Your Reputation May Precede You, But You Need Community Support

| Sommario/riassunto | World-changing ideas become reality with practical, effective planning Profit + Purpose: Tools to Structure, Fund, and Run a Social Enterprise is a practical step-by step guide to creating a successful socially-oriented business venture. With practical, actionable guidance for all stages of social entrepreneurship, the book provides a roadmap from concept, through implementation, to measurement. The companion website includes video to complement the text, as well as sample legal forms, documents, and business plans, to provide readers with the essential catalyst that helps transform world-change |