

1. Record Nr.	UNINA9910808640603321
Autore	Anderson Steven G.
Titolo	New strategies for social innovation : market-based approaches for assisting the poor // Steven G. Anderson ; cover design, Michelle Taormina
Pubbl/distr/stampa	New York ; ; Chichester, England : , : Columbia University Press, , 2014 ©2014
ISBN	0-231-53738-7
Descrizione fisica	1 online resource (343 p.)
Disciplina	658.4/08
Soggetti	Social entrepreneurship Social responsibility of business Sustainable development Social change
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 matter -- Contents -- Acknowledgments -- 1. Introduction to Market-Oriented Social Development Approaches -- 2. Developing Social Change Models -- 3. Corporate Social Responsibility -- 4. Social Entrepreneurship -- 5. Private Sustainable Development -- 6. Fair Trade -- 7. Market-Based Social Change Models -- Notes -- References -- Index
Sommario/riassunto	Market-based development strategies designed to help the world's poor receive significant support from advocates, academics, governments, and the media, yet frequently the perceived success of these programs rests on carefully selected examples and one-sided, enthusiastic accounts. In practice, these approaches are often poorly defined and executed, with little balanced, comparative analysis of their true strengths and weaknesses. This book is the first to assess emerging market-based social change approaches comparatively, focusing specifically on social entrepreneurship, corporate social responsibility, fair trade, and private sustainable development. Steven G. Anderson begins by identifying the problems these programs address and then describes their core, shared principles. He follows

with a general framework for defining and evaluating these and other development approaches. Separate chapters provide background on the historical development and application of each approach, as well as interpretations of the processes for implementation and the underlying behavioral assumptions related to successful outcomes. A final chapter compares each approach across a set of important program development dimensions and analyzes the utility of market-based approaches as part of a general consideration of social development strategies for the developing world.
