

1. Record Nr.	UNINA9910818192503321
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Titolo	From social movement to moral market : how the circuit riders sparked an IT revolution and created a technology market / / Paul-Brian McInerney
Pubbl/distr/stampa	Stanford, California : , : Stanford University Press, , [2014] ©2014
ISBN	0-8047-8906-1
Descrizione fisica	1 online resource (254 p.)
Disciplina	303.48/40973
Soggetti	Social movements - United States Nonprofit organizations - Information technology - United States Technology consultants - United States Consulting firms - United States Markets - Moral and ethical aspects - United States Markets - Social aspects - United States
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	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 <i>From Social Movement to Moral Market</i> , 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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