

1. Record Nr.	UNINA9910821665703321
Autore	Barreiro Terri D.
Titolo	Social entrepreneurship : from issue to viable plan / / Terri D. Barreiro and Melissa M. Stone
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2013
ISBN	1-60649-517-8
Edizione	[First edition.]
Descrizione fisica	1 online resource (136 p.)
Collana	Entrepreneurship and small business management collection, , 1946-5661
Disciplina	658.408
Soggetti	Social entrepreneurship
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Part of: 2013 digital library.
Nota di bibliografia	Includes bibliographical references (pages 117-120) and index.
Nota di contenuto	1. Introduction -- 2. Issues, ideas, and opportunities, a simultaneous pursuit -- 3. Understanding those to be served and their communities -- 4. The policy environment, opportunities and constraints -- 5. Analyzing competitive forces, the market and the industry -- 6. Creating a social venture feasibility plan -- 7. Completing a viability assessment of the venture -- Appendix I. Denise DeVaan: from teacher to national advocate reducing poverty -- Appendix II. Frey Foundation (Minnesota): a story of a journey from charity to systems change engagement -- Appendix III. Mike Temali: expert in neighborhood and economic transformation -- Notes -- References -- Index.
Sommario/riassunto	This book provides a guided deep dive into the early stages of venture development of social entrepreneurship. It introduces concepts that provide important insights necessary for social venture success. It introduces a set of entrepreneurial tools designed for the unique set of challenges faced in selecting and designing social entrepreneurial ventures. With this book as a guide, the reader can develop a feasible venture concept and communicate it effectively.