

1. Record Nr.	UNINA9910955144003321
Autore	Lynch Kevin <1956 November 15->
Titolo	Mission, Inc : a practitioner's guide to social enterprise / / Kevin Lynch, Julius Walls, Jr
Pubbl/distr/stampa	San Francisco, : Berrett-Koehler Publishers, Inc., : Ingram Publishers Services [distributor], c2009
ISBN	9786612299094 9781282299092 1282299093 9781576756188 1576756181
Edizione	[1st ed.]
Descrizione fisica	1 online resource (217 p.)
Collana	The social venture network series
Altri autori (Persone)	WallsJulius
Disciplina	361.7068
Soggetti	Entrepreneurship - Moral and ethical aspects Social entrepreneurship Social responsibility of business Industrial management - Moral and ethical aspects Quality of work life
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 (p. 175-179) and index.
Nota di contenuto	The most successful business on earth -- The ten paradoxes of social enterprise -- Doing good versus doing well: balancing impact and profit -- Form versus function: choosing the right structure -- Planning versus practice: working with discipline -- Debits versus credits: creating financial health -- Do-gooders versus good doers: hiring the best people -- Perception versus reality: marketing on higher ground -- Value versus waste: leaning the enterprise -- Metrics versus instinct: measuring success -- Growth versus focus: expanding sensibly -- Sweat equity versus blood equity: caring for yourself.
Sommario/riassunto	Two social entrepreneurs draw on their own extensive experiences and those of 20 other enterprise leaders to focus on the fundamental blocking and tackling tactics that make the difference between success and failure.

