

1. Record Nr.	UNINA9910965062603321
Autore	London Manuel
Titolo	Social entrepreneurship : how to start successful corporate social responsibility and community-based initiatives for advocacy and change // Manuel London and Richard G. Morfopoulos
Pubbl/distr/stampa	New York : , : Routledge, , 2010
ISBN	1-135-96671-0 1-135-96672-9 1-282-44367-4 9786612443671 0-203-87814-0
Edizione	[1st ed.]
Descrizione fisica	1 online resource (252 p.)
Altri autori (Persone)	MorfopoulosRichard G
Disciplina	361.7068 361.7068/1 361.70681
Soggetti	Social entrepreneurship Social responsibility of business
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	Book Cover; Title; Copyright; Contents; Preface; About the Authors; 1 An Introduction to Social Entrepreneurship; 2 What Motivates a Social Entrepreneur; 3 Competencies for Social Action; 4 Steps and Strategies for Social Entrepreneurship; 5 Developing High-Performing Social Action Teams; 6 Overcoming Barriers and Facilitating Social Entrepreneurship; 7 Evaluating Success: Measures of Social Performance; 8 Learning Resources; References; Index
Sommario/riassunto	What motivates someone to become a social entrepreneur? What are the competencies needed to be effective social advocates and agents for change? This book answers these questions in an accessible and practical way, providing comprehensive guidelines, numerous examples, and sources of information and training for anyone who wants to start a community-based social advocacy and change initiative or for employees who want to start a corporate social responsibility initiative.Features include the following:examples of individuals and

organizations who have lear
