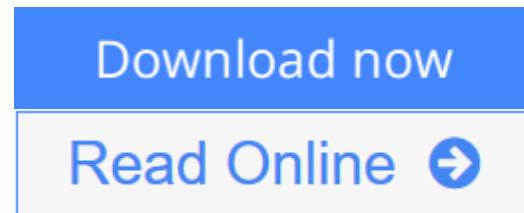


Social Entrepreneurship: Managing the Creation of Social Value

By Constant Beugré



Social Entrepreneurship: Managing the Creation of Social Value By Constant Beugré

Social entrepreneurship differs from traditional forms of entrepreneurship in that the primary goal of the social venture is to address social problems and needs that are as yet unmet. The driving force of such ventures is social value creation. This new textbook aims to provide a comprehensive, cutting edge resource for students, introducing them to the unique concerns and challenges that face social ventures through a comparison with the principles of traditional entrepreneurship. The book consists of fourteen chapters covering all aspects of venture creation and management?from writing a business plan, to financing, people management, marketing, and social impact measurement.

Social Entrepreneurship uses real-life examples and sources to expose students to contemporary developments in the field, encouraging them to think critically about the issues faced by social ventures across the globe, and experiential exercises and assignments are included to provide students with hands-on experience in creating and managing their own social ventures. Also containing review and application questions, illustrative cases, definitions of key terms, and a comprehensive companion website, *Social Entrepreneurship* is the essential guide to this rapidly emerging field.

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Editorial Review

Review

'Finally a true textbook for my social entrepreneurship class! This text provides comprehensive coverage of this emerging discipline along with supplements needed to provide students with the knowledge and skills needed to become social entrepreneurs. In addition to a comprehensive text covering needed content, other valued aspects of the text are the international focus of the book, the cases, and the thoughtful questions provided.'- *Charles A. Rarick, Purdue University Northwest, USA*

'This book is a much welcome entry into the family of social enterprise books. It addresses critical gaps in the provision of social enterprise teaching and will be a valuable tool in the hands of an ever increasing number of students of social entrepreneurship. The book and the accompanying website are innovative in nature and broaden the scope for increased social entrepreneurial activity. Its structure is unique; blending the philosophy of deep and constructive learning by taking the student on a captivating journey that informs, questions and provokes critical reflection. Students will find this book to be a relevant resource in the creation of social value.'- *Charles Oham, Senior Lecturer, University of Greenwich, UK*

An excellent introduction to key concepts, illuminated by relevant and inspiring real world examples, Social Entrepreneurship is an invaluable resource for experienced and aspiring social entrepreneurs alike. This book will support anyone interested in studying or addressing societal challenges through the means of a social venture, and the perils of losing sight of the complexities and pitfalls involved in attempting to do so. - *Michael Roy, Glasgow Caledonian University, UK*

About the Author

Constant Beugré is Professor of Management at Delaware State University, USA, where he teaches classes in organizational behavior, leadership, and entrepreneurship. He has published five books and more than 70 refereed journal articles, book chapters, and conference proceedings.

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