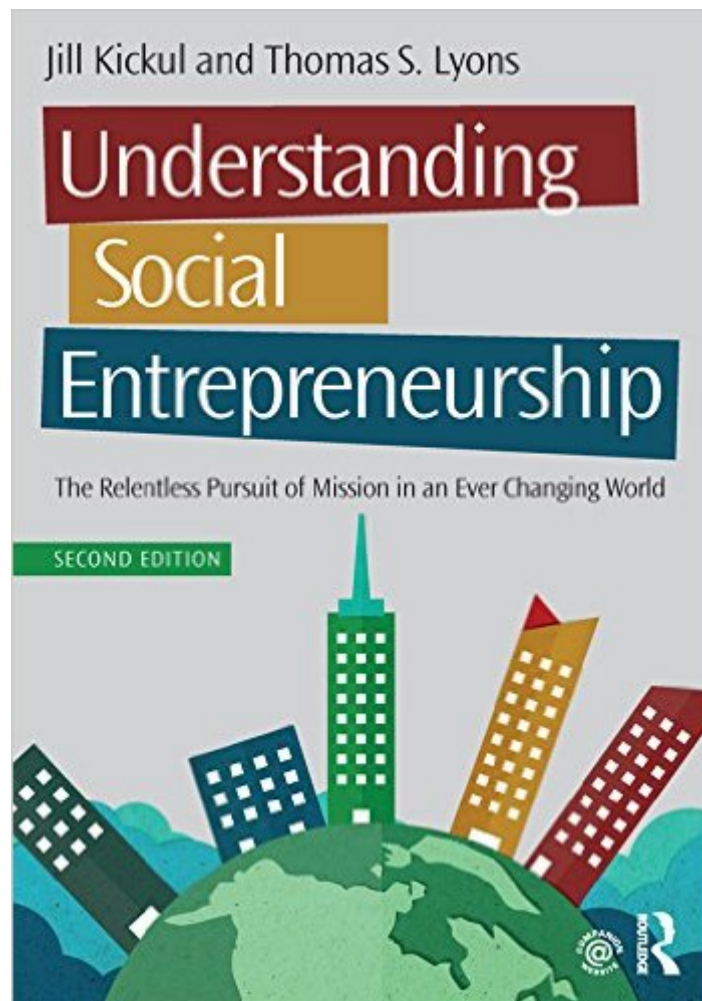


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Understanding Social Entrepreneurship: The Relentless Pursuit Of Mission In An Ever Changing World



Synopsis

Understanding Social Entrepreneurship is the leading textbook that provides students with a comprehensive overview of the field. It brings the mindset, principles, strategies, tools and techniques of entrepreneurship into the social sector to present innovative solutions to today's vexing social issues. Kickul and Lyons cover all the key topics relevant to social entrepreneurship, including a detailed examination of each of the steps in the entrepreneurial process. This edition includes several new features: New international cases and examples providing students with a broader understanding of social entrepreneurship globally Updated voices from the field boxes this popular feature shows how social entrepreneurship functions in the real world Four new chapters covering the emerging topics of lean start-up, support ecosystems, social intrapreneurship, and social entrepreneurship and environmental sustainability Bringing together a rigorous theoretical foundation and a strong practical focus, it is the go-to resource for students of social entrepreneurship. A forthcoming companion website will include an instructor's manual, PowerPoint slides, test bank, and other tools to provide additional support for students and instructors.

Book Information

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