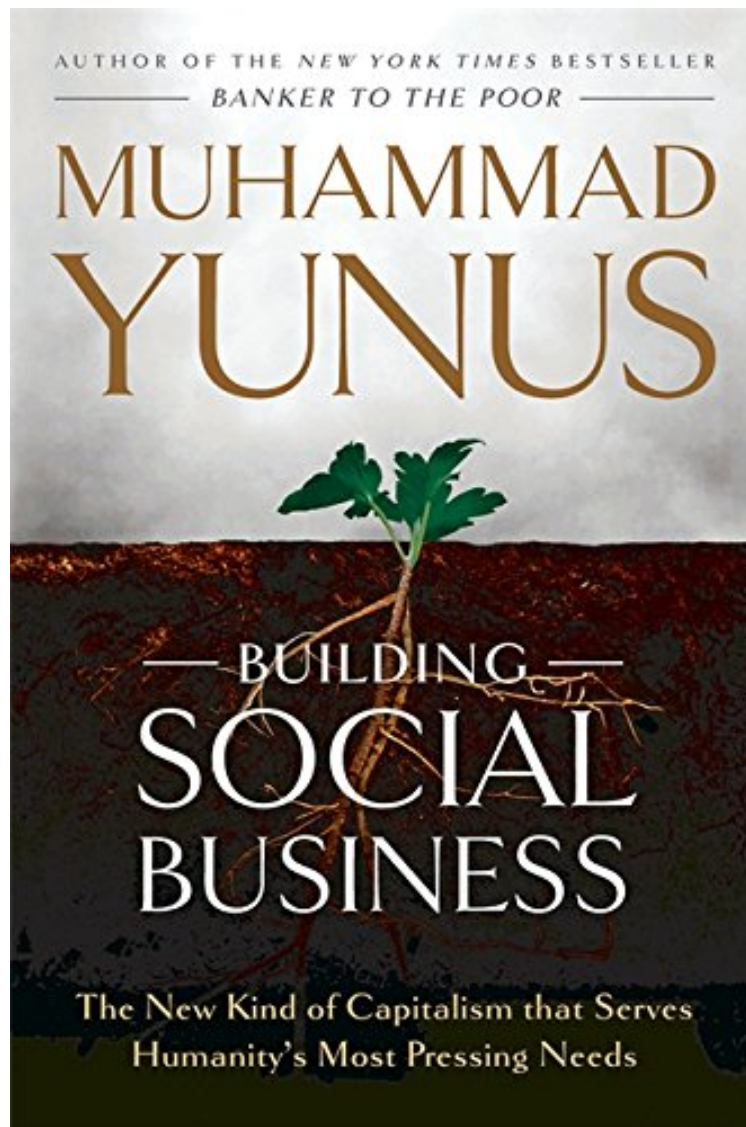


(Download free ebook) Building Social Business: The New Kind of Capitalism that Serves Humanity's Most Pressing Needs

## Building Social Business: The New Kind of Capitalism that Serves Humanity's Most Pressing Needs

*Muhammad Yunus*

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**Muhammad Yunus : Building Social Business: The New Kind of Capitalism that Serves Humanity's Most Pressing Needs** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Building Social Business: The New Kind of Capitalism that Serves Humanity's Most Pressing Needs:

1 of 1 people found the following review helpful. Yunus' Best BookBy Kindle CustomerThis is undoubtedly Yunus

best and most useful book for it gives detailed advice to the interested reader how to create and run a social business. This doesn't mean his first two books were simply anecdotal; they are fascinating reading and highly instructive as to how this man himself started out and landed one of the greatest social businesses so far created on the globe: Grameen Bank. I think that without knowing the story one would simply be short of believing that it can be done, that we can really erase poverty by the novel institution of social business. In fact, this extraordinary man was facing multiple obstacles, and while some of them were to be expected, the main obstacle was always and repeatedly lack of faith, lack of insight that the poor are trustworthy loan takers, and business partners. He didn't want to establish a bank, he started out with working with banks, standing as a guarantor, and increasingly the banks were unwilling to cooperate with the argument that the poor do not qualify for loans. As there was no real cooperation thus with banks, he simply resorted to the ultimate solution: to start a bank all by himself. I especially liked the Introduction of the book which is written in a very fluent style, outlining and anticipating the main ideas presented in the book. 1 of 1 people found the following review helpful. Assigned Reading that I Loved By Customer This book was an assigned reading as part of a Social Business Course. An inspiring and Brilliant look on how we as humans can help other humans. Yunus paints a picture on how it can be done, and what has already been done with Social Business, not charity. Applying business world savvy to the solving of the world's problems. Loved it, I will be also buying other books of Yunus that I am assigning myself to read! 1 of 1 people found the following review helpful. Rigid and unforgiving in his views. Yunus is quick ... By Vanessa Rigid and unforgiving in his views. Yunus is quick to point out what isn't "Social Business" but is less forth-coming with what is "Social Business".

Muhammad Yunus, the practical visionary who pioneered microcredit and, with his Grameen Bank, won the 2006 Nobel Peace Prize, has developed a new dimension for capitalism which he calls "social business." The social business model has been adopted by corporations, entrepreneurs, and social activists across the globe. Its goal is to create self-supporting, viable commercial enterprises that generate economic growth as they produce goods and services to fulfill human needs. In *Building Social Business*, Yunus shows how social business can be put into practice and explains why it holds the potential to redeem the failed promise of free-market enterprise.

CHOICE, September 2010 In nine short, well-written chapters, Yunus provides genuine insight into global poverty and a unique perspective on the ways in which social businesses can coexist with traditional businesses to alleviate poverty and improve the lives of the world's citizens. Malaysia Star, July 10, 2010